



LIFE

BEST PASSER

OCTOBER 24, 1938

10 CENTS

PLYMOUTH'S THE CAR!

*"So Beautiful You Won't Believe
It's a Low-Priced Car!"*

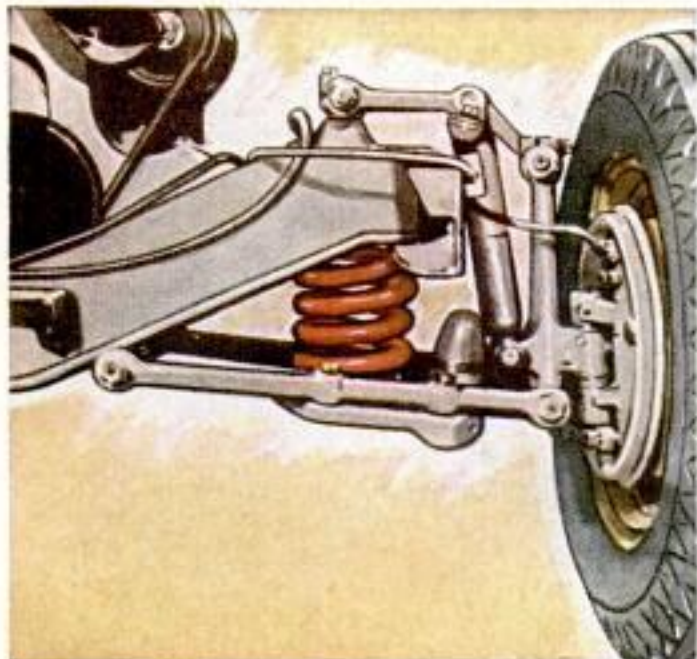
GLAMOROUS NEW DISTINCTION IN STYLING...Lavish New Luxury...Longer Wheelbase...New High-Torque Engine Performance...Perfected Remote Control Shifting with New All-Silent Auto-Mesh Transmission...New Amola Steel Coil Springs...New "Safety Signal" Speedometer.

PERFECTED REMOTE CONTROL GEAR SHIFT



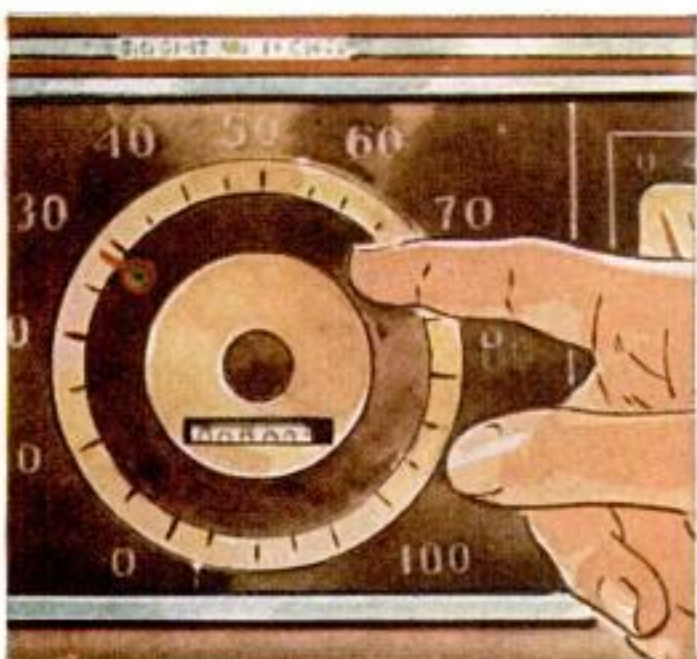
—with All-Silent Auto-Mesh Transmission, standard on De Luxe models. Nothing new to learn.

A DIFFERENT KIND OF RIDING COMFORT

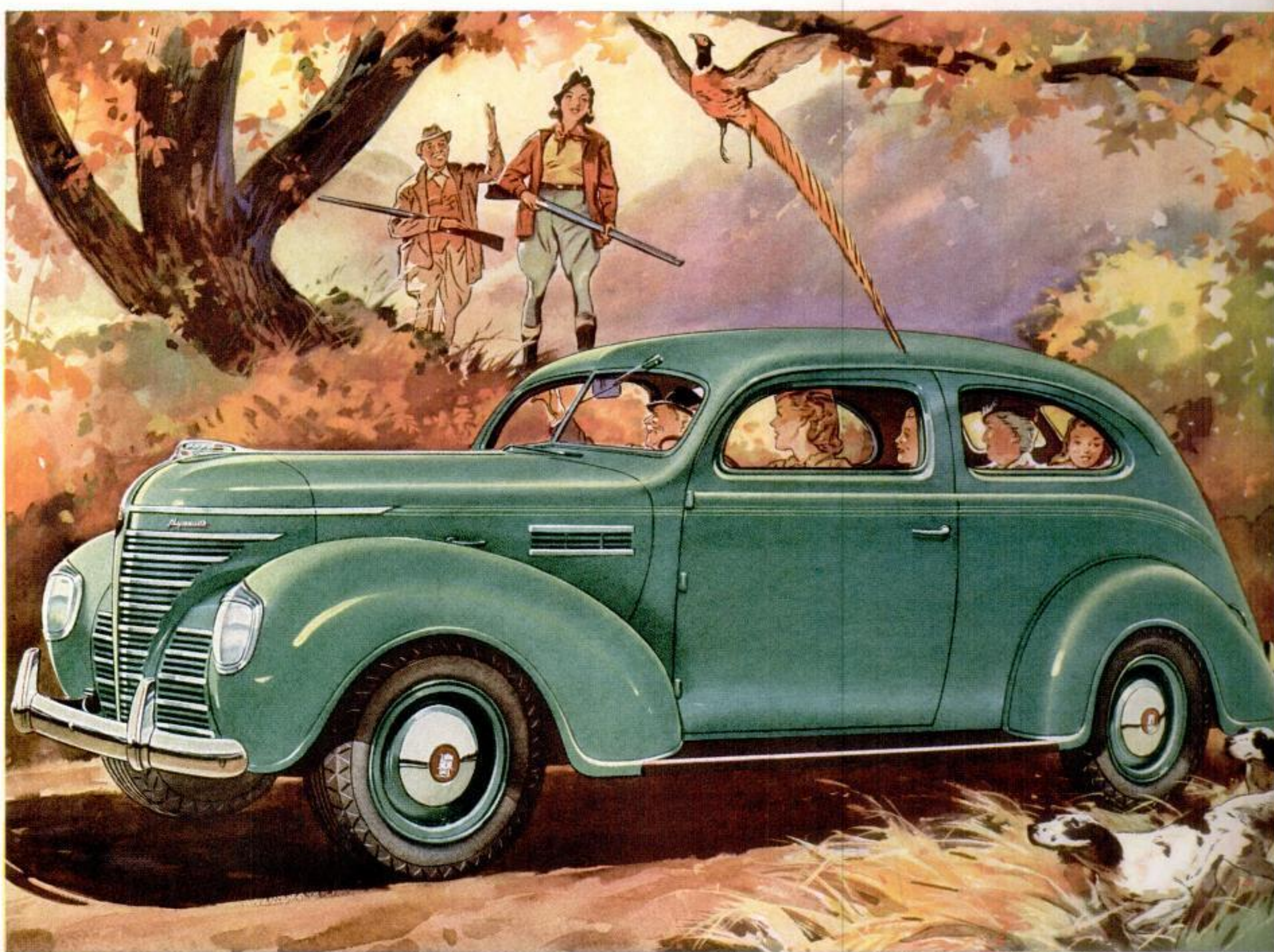


New Amola Steel Coil Springs, finest springing design in industry. Amola Steel is the new marvel of metallurgy.

NEW "SAFETY SIGNAL" SPEEDOMETER



Indicator Light shows green up to 30 miles per hour...from 30 to 50, amber...above 50, a warning red.



THE BEAUTIFUL NEW PLYMOUTH FOR 1939 now on display at your nearby Plymouth dealer. See it, ride in it, drive it, today!

A NEW "ROADKING"...AND A NEW "DE LUXE"...GREAT NEW VALUES!

SEE WHAT IT IS that makes Plymouth the car of the year: New, sweeping lines, the last word in style...new design headlamps giving greatly increased road lighting...new luxury interiors, great roominess!

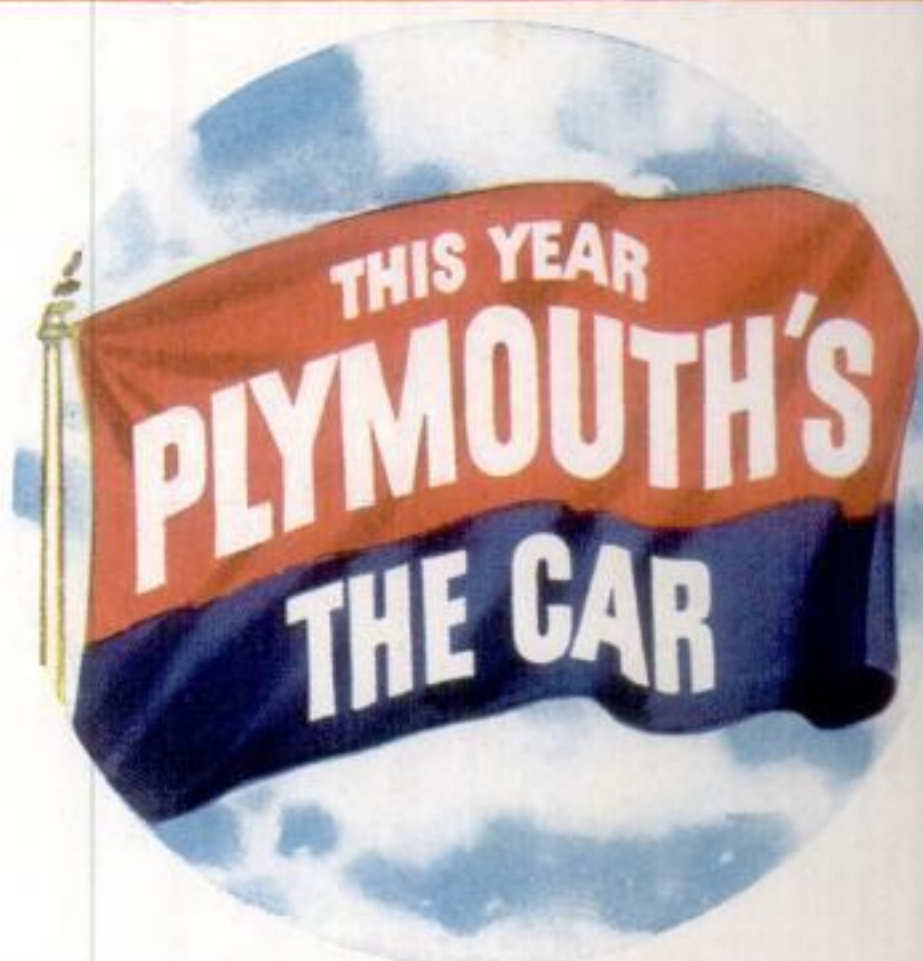
Ride in this great Plymouth...drive it and experience the soft, new riding ease of its new Amola Steel Coil Springs, patented Floating Power engine mountings and 100% hydraulic, double-action brakes.

New True-Steady steering requires 15% less effort. Clutch and brake pe-

dal pressure have been reduced. This new Plymouth is the *easiest-handling car you ever drove!*

And for 1939, Plymouth has thrilling new High-Torque engine performance...with *new* all-round economy!

Remarkably easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...balance in surprisingly low monthly instalments. See your nearby Plymouth dealer today. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



PLYMOUTH BUILDS GREAT CARS

PLYMOUTH "ROADKING"
5-PASSENGER SEDAN

\$685

—"Detroit delivered price," including front and rear bumper and bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash tray front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645 "De Luxe" models slightly higher. Plymouth prices INCLUDE ALL FEDERAL TAXES. State, local taxes not included.

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR... COLUMBIA NETWORK, THURS., 9 TO 10 P. M., E. S. T.

NEW **Hobart** KitchenAid Electric HOUSEHOLD COFFEE MILL

Keep your bean coffee supply in this transparent container

ONLY \$9.75

DELIVERED IN U.S.A.
SLIGHTLY HIGHER IN CANADA

You always know when you're running low

Grind regulator... red

Beautiful ivory base

Grind it as you make it

1. Roasted coffee bean seals in flavor-giving vegetable oils.

2. On grinding, these oils begin to evaporate very rapidly.

3. This Mill virtually "grinds" coffee into your coffee pot.

4. Full flavor and aroma of vegetable oils go into your cup.

for the Best Coffee You've Ever Tasted!
And it's quicker than measuring ground coffee from bag, can or jar!

The flavor of your coffee depends upon delicate vegetable oils which are sealed in the roasted coffee bean. These oils are highly evaporative, and once coffee is ground, immediately begin to escape. Therefore, the sooner it is used after grinding, the better. Even an hour makes a difference.

"Freshly-roasted" means little unless **FRESHLY GROUND**. KitchenAid Coffee Mill virtually "grinds" coffee into your coffee pot... **INSTANT-FRESH**, in the right grind for your method of making. Find out just how much better your coffee **CAN** be when **ALL** the flavor goes into your cup.

Your Grocer Carries Highest Quality Coffee in the Bean

Most Food Stores offer highly-developed Coffee Service. They carry best quality blends of freshly-roasted coffee in the bean. Your grocer will recommend a blend to suit your taste. Nature's own sealed "container" (whole coffee bean) will preserve all the flavor-yielding vegetable oils for your cup.

And here is the New KitchenAid Mixer and Food Preparer that **"DOES IT ALL"**



KitchenAid Household Mixers are sufficiently sturdy for any stiff mixing, beating or kneading—yet swift and economical for a hundred lighter tasks. Operate many Attachments. Repay cost in food economies. Far better than **ORDINARY** Food Mixers. Can be purchased for as little as \$3.00 per month.

5. Your grocer will gladly supply you highest quality coffee in the whole bean.

6. Find out just how much better your Coffee **CAN** be. Grind it as you make it.

If your dealer is not yet stocked, either consult your telephone directory for **"HOBART"** (in larger cities), or mail the **COUPON** below.

MAIL THIS QUICK-CLIP COUPON TODAY

KitchenAid Division, The Hobart Manufacturing Co., 1710 Penn Ave., Troy, Ohio

☐ Please ship Mill (Check for \$9.75 enclosed.)
☐ Please ship Mill C. O. D.

Name _____

Address _____

City _____

State _____

How to get it Quickly...

Made by HOBART... World's Leading Manufacturer of



COFFEE MILLS



MEAT CHOPPERS



FOOD SLICERS



COMPUTING SCALES



FOOD MIXERS



DISHWASHERS

FOR FOOD STORES, MARKETS, RESTAURANTS, HOTELS, HOSPITALS, SCHOOLS, INSTITUTIONS, STEAMSHIPS AND BAKERIES.

Salesmen experienced in dealing with these trades, write to Salesmanager.

For over forty years "HOBART" Food Preparing and Dishwashing Machines, as well as "DAYTON" Computing Scales, have enabled their users to serve the public better in many ways. Hobart Machines in any

Food Store, Bakery or Eating Place, signify **GOOD SERVICE**. They continue to blaze new trails, and are supplied in the widest range of up-to-the-minute models. Sales and Service in all principal cities of the world.

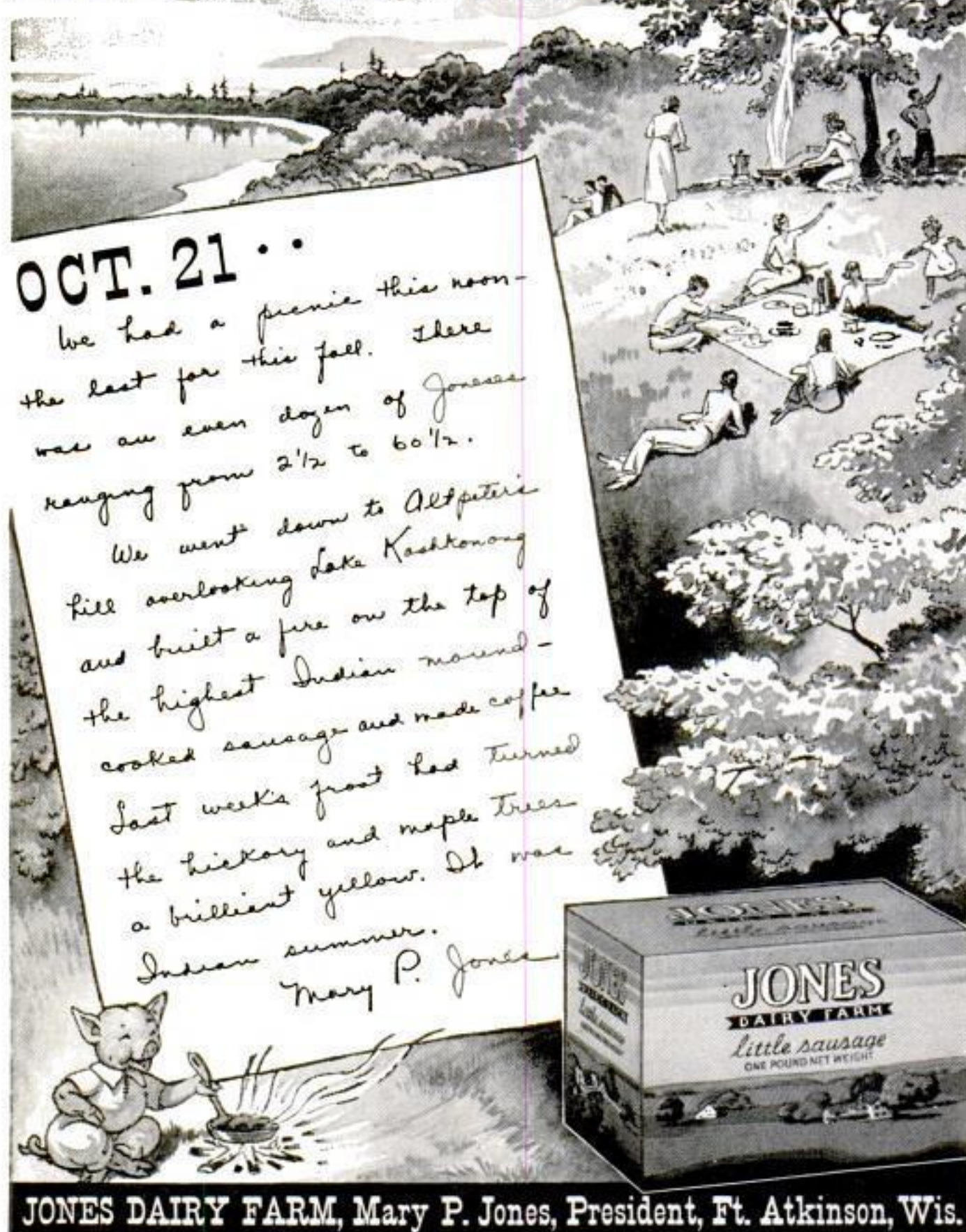
The Hobart Manufacturing Company, Troy, Ohio
(Head Office for Canada—119 Church Street, Toronto)
Factories: Troy, Dayton, Toronto, London, Paris.

This One



6TN9-CHA-C8JC

LIFE on the Jones Dairy Farm



JONES DAIRY FARM, Mary P. Jones, President, Ft. Atkinson, Wis.



"They've been following me ever since I bought my Arrow Tie"

● An Arrow Tie may not make you completely irresistible, but it helps. Arrow's bias-cut gives you the knot that never twists. And Arrow patterns are the last word in style (our scout visits Europe twice a year to see to this). Get some of these **\$1.00** others at \$1.50 superior ties at your Arrow store, tomorrow. Only

ARROW TIES

As Outstanding as Arrow Shirts

LETTERS TO THE EDITORS

Mr. Borgese's English

Sirs:

What does it mean?

I mean G. A. Borgese's article on Il Duce (LIFE, Oct. 3). A college grad of past years, I was not surprised that I was stumped and annoyed by the mutterings, but when my son, who but lately completed work on his Ph.D. tossed the article aside with "That's the kind of hokey you get from a professor who teaches a book he himself has authored," I realized I was not alone baffled and disturbed by useless words.

LIFE could have done twice as well in one-third the space in its own words. We like it for itself, not for pompous old word-abusers.

GILBERT J. SMITH

Des Moines, Iowa

Sirs:

Would Mr. Borgese or you mind translating his article? I sure would like to know what is in it.

MINNIE LEE DU BOSE

Dallas, Tex.

Sirs:

Congratulations on your article in the current issue about Mussolini.

The most remarkable feature of the article was the manner in which it is written. For many years I have thought that I knew the English language, and that I could use it better than the average. All this time I have accepted the general opinion that it could not express the fine distinctions of meanings for which the Romance languages are famed.

In expressing his ideas, Professor Borgese has used English to record his thoughts and to convey them as accurately as anyone could wish. It is a masterpiece.

R. K. ARCHIBALD

Fort Wayne, Ind.

Negroes

Sirs:

Your Negro photographic essay (LIFE, Oct. 3) is swell—best to appear in any white magazine in ten years or so.

By the way, real Negro society has always spurned the gin-mill and café crowd. It is based on family and culture, not on money.

GEORGE S. SCHUYLER

The Crisis

New York, N. Y.

Sirs:

As one who is proud of his race and of the cultural achievements of its individuals, I believe that this is one of the fairest and most comprehensive articles ever to appear in a national publication.

DUKE ELLINGTON

New York, N. Y.

Sirs:

I have become increasingly irritated and disgusted at the very evident "nigger-loving" proclivities of your editorial board.

P. N. CHARBONNET, M.D.

Tulsa, Okla.

Sirs:

I heartily commend you for your fair treatment of the Negro in American life as our minority problem, at a time when we are very critical of other people for their treatment of minorities within other lands.

Your preaching is more subtle than mine, and with many types of people, far more effective.

VINTON E. ZIEGLER, Minister
Warren Street Methodist Episcopal Church
Brooklyn, N. Y.

Sirs:

You laugh at our Striver's Row in Harlem. If it is funny as we do it, how

much funnier it must be in you, who do it on a much grander scale.

I wonder if our share-croppers are any funnier than your feuding mountaineers are to us.

We are the American Minority, but we aren't seeking Autonomy. Nor do we necessarily want Social Equality. All we ask is Economic Equality. Give us the recognition that our talents and abilities demand, as you would any other human being.

LOUIS B. EDWARDS

Berkeley, Calif.

Well-Treated Slaves

Sirs:

Your article about Negroes states that "In slave days Negroes lived in windowless, one-room cabins," etc. May I say that this state of affairs did not exist on the plantations, as we knew them, in South Carolina. (I can not speak for other States.)

I was brought up on one of the oldest plantations in lower South Carolina. "The Street" as we called it, where the Negroes lived, consisted of brick houses, built many years before. There were two rooms in each house, with a chimney through the middle, giving a fireplace in each room. There were also two windows in each room, one at the front, and one at the back.

My great-grandfather Mr. Nathaniel Heyward was one of the largest slave owners in the South, and his property (20 plantations in all) certainly had these double houses.

I would like to say too that the Negro couples were really married, many of them by ministers. . . .

EMMA MANIGAULT GRIBBIN

Asheville, N. C.

● All credit to Mrs. Gribbin's great-grandfather for humane treatment of slaves. As every reader of *Uncle Tom's Cabin* knows, there were good masters and bad masters.—ED.

Mdivani Money

Sirs:

I am writing to comment upon your résumé of the life of Miss Barbara Hutton, now Countess Haugwitz-Reventlow (LIFE, July 18). This publication contained certain serious misstatements of fact and unjustifiable innuendoes concerning my brother-in-law, the late Prince Alexis Mdivani.

You refer to Prince Alexis as "fortune-hunting" and you state that he "got \$2,876,382." The first statement is an offensive fabrication and the second a downright misstatement of fact.

You refer to a Venetian palace—not the one which you identify—which you describe as the gift of Miss Hutton. In actual fact Miss Hutton had nothing whatever to do with this palace which was purchased by Alexis himself. Incidentally, later he bequeathed the palace partially to Miss Hutton.

When Alexis died at the age of 27, he left behind him a record of kindness and of unostentatious generosity that can rarely have been matched by one of his age. . . .

DENIS P. S. CONAN DOYLE

Geneva, Switzerland

● Denis Percy Stewart Conan Doyle, son of the late author and spiritualist, Sir Arthur Conan Doyle, is a new Mdivani in-law, having married Nina Mdivani Hukerich, sister of Alexis, Serge and David, two months ago. His statements are at odds with newspaper accounts. The total of the sums given to Prince Alexis by his wife was published last May at the time of a transfer tax appraisal of his estate.—ED.

(continued on page 4)



Carolyn

Wide-Skirted Gowns in COHAMA FORMAL FABRICS

OF *Celanese Rayon*

You'll dance this winter in romantic, wide, wide skirts. Some clinging softly to the figure, in slim, graceful folds. Others flaring piquantly outward. All have yards and yards of festive Cohama fabrics... shimmering "Flirtation" satin of Celanese Rayon, "Rondo" taffeta of Celanese Rayon, and tritone

silk chiffon lined with faille taffeta of Celanese Rayon yarn. Every year, for the past fifteen, new thousands of women come to realize that the Carolyn label is the emblem of aristocratic taste and fine workmanship. These Carolyn gowns in sizes 12 to 20 . . . **1935**



Only Carolyn Originals
Have this Label

NEW YORK.....Arnold Constable & Co.
BALTIMORE.....The Hub
BUFFALO Adam, Meldrum & Anderson
CHICAGO.....Mandel Brothers
CLEVELAND.....Wm. Taylor Son Co.

DETROIT.....The J. L. Hudson Co.
PHILADELPHIA.....Gimbel Bros.
ST. LOUIS.....Stix, Baer & Fuller
SAN FRANCISCO.....Hale Bros.
WASHINGTON, D. C.....The Hecht Co.

Albany, N. Y.....John G. Myers Co.	Clarksburg, W. Va.....Watts-Sartor-Lear Co.	Ft. Wayne, Ind.....Earl Groth & Co.	Lincoln, Neb.....Ben Simon & Sons	Pittsburgh, Pa.....Grastenfield's	Springfield, Ill.....W. H. Roland
Alexandria, La.....Wellan's	Colorado Springs, Colo.....Kaufman's	Ft. Worth, Tex.....Monnig's	Little Rock, Ark.....Pfeiffer Bros.	Portland, Ore.....Lipman Wolfe & Co.	Springfield, Mo.....Levy-Wolf, Inc.
Allentown, Pa.....H. Leh & Co.	Columbia, S. C.....Kohn & Co.	Fresno, Calif.....Bruckner's	Los Angeles, Calif.....J. J. Hagarty	Portsmouth, Ohio.....Marting Bros. Co.	Springfield, Mass.....Forbes & Wallace
Altoona, Pa.....Meyer Jonasson Co.	Columbus, Ga.....J. A. Kirven Co.	Great Falls, Mont.....Paris-Fligman Co.	Louisville, Ky.....H. P. Selman & Co.	Portsmouth, Va.....The Famous	Steubenville, Ohio.....The Hub
Asheville, N. C.....Bon Marché	Columbus, Ohio.....The Fashion	Hamilton, Ohio.....Robinson-Schwenn Co.	Manitowoc, Wis.....Schuette Bros.	Pueblo, Colo.....Crews Beggs D. G. Co.	Tallahassee, Fla.....Steyerman's
Athens, Ga.....Michael's	Cumberland, Md.....Rosenbaum Bros.	Hartford, Conn.....Siegel's Shop	Marietta, Ohio.....Otto Bros.	Racine, Wis.....Zahns	Tampa, Fla.....O. Falks
Atlanta, Ga.....Rich's	Dallas, Tex.....A. Harris & Co.	Hazard, Ky.....Boston Store	Martinsburg, W. Va.....M. Cohen & Son	Richmond, Va.....Greentree's	Thomasville, Ga.....Steyerman's
Atlantic City, N. J.....M. E. Blatt Co.	Danville, Va.....L. Herman	Helena, Mont.....Fligelman's	Memphis, Tenn.....J. Goldsmith & Sons Co.	Rutland, Vt.....The Vogue Shop	Topeka, Kans.....The Crosby Bros. Co.
Augusta, Ga.....Saxon-Cullum	Denver, Colo.....The Denver D. G. Co.	Hilo, Hawaii.....E. N. Holmes, Ltd.	Millers City, Mont.....A. J. Katz	Sacramento, Calif.....Hale Bros.	Tulsa, Okla.....Brown-Dunkin D. G. Co.
Austin, Tex.....E. M. Scarbrough & Sons	Dover, Ohio.....Fienberg's	Holyoke, Mass.....Sheehan Shop	Milwaukee, Wis.....Gimbel Bros.	Saginaw, Mich.....Paris Shop	Uniontown, Pa.....Wright-Metzler Co.
Baton Rouge, La.....Dalton's	Duluth, Minn.....Oreck's	Houston, Tex.....Foley Bros. D. G. Co.	Minneapolis, Minn.....John W. Thomas Co.	St. Petersburg, Fla.....Sherman's	Utica, N. Y.....D. Price & Co.
Birmingham, Ala.....Burger-Phillips Co.	Durham, N. C.....R. L. Baldwin Co.	Indianapolis, Ind.....H. P. Wasson	Montclair, N. J.....Frederick's	Salt Lake City, Utah.....Auerbach Co.	Van Wert, Ohio.....The Bonnewitz Co.
Bloomington, Ill.....W. H. Roland	East Orange, N. J.....Dorothy Lamont	Jackson, Miss.....Kendall's	New Kensington, Pa.....Silverman's	San Antonio, Tex.....Wolf & Marx Co.	Warren, Ohio.....The Warner Co.
Bozeman, Mont.....Riddle's	Easton, Pa.....Wm. Laubach & Sons	Jamestown, N. Y.....The Abrahamson-Bigelow Co.	New Orleans, La.....Maison Maurice	San Jose, Calif.....Hale Bros.	Washington, Pa.....Caldwell Store
Boise, Idaho.....The Mode, Ltd.	Elgin, Ill.....Joseph Spiess Co.	Johnson City, Tenn.....King's, Inc.	Newport News, Va.....Nachman's	Santa Barbara, Calif.....Jack Rose	West Point, Ga.....Cohen Bros.
Bridgeport, Conn.....Meigs & Co., Inc.	Elmira, N. Y.....Levy Bros.	Kalamazoo, Mich.....Gilmore Brothers	Ondansburg, W. Va.....Nathan Frank's Sons	Savannah, Ga.....Leopold Adler	Wichita, Kans.....Rorabaugh-Buck
Butte, Mont.....Symons D. G. Co.	El Paso, Tex.....Popular D. G. Co.	Kansas City, Mo.....Mindlin's	Oklahoma City, Okla.....John A. Brown Co.	Seattle, Wash.....Best's Apparel, Inc.	Wilkes-Barre, Pa.....Fowler, Dick & Walker
Burlington, Vt.....Abernethy, Clarkison, Wright	Erie, Pa.....Jordan's	Knoxville, Tenn.....S. H. George & Sons	Omaha, Neb.....Thomas Kilpatrick & Co.	Sheridan, Wyo.....Rubenstein's	Williamsport, Pa.....Brozman's
Canton, Ohio.....Stark D. G. Co.	Eugene, Ore.....H. Gordon & Co.	Lansing, Mich.....J. W. Knapp Co.	Paducah, Ky.....Watkins, Inc.	Shreveport, La.....T. S. Martin Co.	Wilmington, Del.....Kennard-Pyle Co.
Charleston, W. Va.....The Diamond	Evansville, Ind.....De Jong's, Inc.	Lewiston, Me.....Ward Bros.	Patchogue, L. I.....Lentin's	Sioux City, Ia.....Ellsworth's	Worcester, Mass.....Sol & S. Marcus Co.
Cincinnati, Ohio.....The John Shillito Co.	Fayetteville, Ark.....Campbell & Bell	Lexington, Ky.....B. B. Smith & Co.	South Bend, Ind.....Aug. W. Smith Co.	South Bend, Ind.....Aug. W. Smith Co.	Woonsocket, R. I.....McCarthy D. G. Co.
		Lima, Ohio.....R. T. Gregg & Co.			York, Pa.....P. West's Sons

* Reg. U.S. Pat. Off.

For the Store in your city, write NATIONAL MODES, INC. 130 West 31st Street, New York.

TAMPAX IS SO MARVELOUS EVERYONE WANTS TO USE IT!



Today's SANITARY PROTECTION (FOR MONTHLY USE)

Women of today want to discover new things and find out for themselves, especially where sanitary protection is concerned. Hundreds of thousands of women of all ages have already tried Tampax and have become enthusiastic—including club women, housewives, office workers, athletes. Tampax was perfected by a doctor and intended for all classes of women.

Being worn internally, Tampax reveals no bulk with any costume. It requires no belts, pins or pads. Does away with odor and chafing. Insures daintiness and comfort. Tampax consists of a patented applicator, hygienically sealed, packed with real surgical cotton of surprising absorbency.

So neat and efficient is Tampax, you don't even know you are wearing it. Sold at drug stores and notion counters. 35¢ for a month's supply, which will actually go in your purse. 20¢ for introductory size.

If your dealer has not stocked, please use coupon.

**NO BELTS
NO PINS
NO PADS
NO ODOR**

Accepted for advertising by the Journal of the American Medical Association



TAMPAX INCORPORATED LI-24-108
New Brunswick, New Jersey

Please send me introductory size package of Tampax with full directions. Enclosed is 20¢ (stamps or coins).

Name _____
Address _____
City _____ State _____

LETTERS TO THE EDITORS (continued)

Worm's-Eye Views

Sirs:

I wish to express my contempt for the use of "worm's-eye" view candid camera shots which are unfortunately common these days, and of which your Oct. 10 cover is an example.

Many of them are merely "cheese-cake," with a stronger taste of cheese than cake. If it's "umph" you want, other angles may give it to you with more subtlety and greater effectiveness, as your hoopskirt-girl cover demonstrated so well.

I am just as much fed up on these low-angle shots of inanimate objects as I am those of the feminine figure. For some reason too deep for my feeble comprehension, the distorted view obtainable from the gutter is accepted by some photographers as the *ne plus ultra* of their art.

If unusual photographic angles are desired, let's have those of the bird rather than the worm.

ALFRED L. ADAMS

Madison, Wis.

● LIFE will continue to examine its subjects from all angles. However, Mr. Adams would find that by actual count LIFE's bird's-eye views far outnumber its worm's-eye views. For examples turn the page.—ED.

Mr. Chamberlain's Decision

Sirs:

Is LIFE serious or hypocritical when it suggests that Chamberlain is the angel of peace who has now managed to avert war and to bring the Fascist powers back into the web of diplomatic legal techniques of international adjustments?

You consider Hitler's annexation of Czechoslovakia a triumph of British diplomacy. Would LIFE recommend, in extension of the principle, that burglars notify the police a couple of days before they expect to make a haul, so that the police can arrange that the victims be unarmed, make no attack, and guarantee not to remove or destroy any of the designated booty?

RALPH H. GUNDLACH

University of Washington
Seattle, Wash.

● LIFE (Oct. 10) tried simply to present without prejudice the facts which moved Mr. Chamberlain to act as he did. Whether the Prime Minister's decision was right or wrong, neither LIFE nor Reader Gundlach nor anyone else will be able to say for a long time.—ED.

Crisis Coverage

Sirs:

Your recent photographic expositions of the Central European countries currently involved in a series of crises are an achievement of the first magnitude. The pictures and their captions are vigorous. The text is concise and not diluted with endless platitudes.

To that portion of your readers who were still quite young at the time of the World War, this information comes as a godsend.

JAMES HENDERSON

Wenona, Ill.

Readers' Choice

Sirs:

You all ask for expressions concerning your "Housing Issue" (Sept. 26). Frank Lloyd Wright's "modern" house is so perfect you'd almost marry Hitler to get it. Yesterday—Sunday—I let the roast burn just dreaming about diving off your own front porch into your own swimming pool. I can't even afford a fishpond but dreaming is fun.

That inspiring living room, tailored and compact! Put fine, brownish (does not show dust, etc.) inlaid linoleum on the floor, and bright handsome club chairs, that do not require chair covers (I hate a house with all the furniture done up in petticoats and all kinds of bric-a-brac). All any living room needs is a lot of comfortable chairs, and bookcases, and a desk with a disappearing typewriter, a couple of good books, and pictures and a vase or two of flowers. In a good compact easily-cleaned house you save enough on servants and cleaning and laundry to buy good books, and good wine for dinner, and thick steaks and football tickets, and that's living!

We have just bought a house (made a down payment) and it's the usual mess you get for \$5,000 in a town the size of Birmingham, in a good accessible neighborhood.

That woman on the springboard in your "modern" picture is the only person I ever really wanted to be.

ANONYMOUS

Birmingham, Ala.

Sirs:

My wife and I are for the Kelley-Calvert "traditional" house for a \$3,000-\$4,000 income. In all our searches for the ideal house neither of us has been able to find anything that even compares to it.

WALLACE J. DYAR

Skyland, Va.

Sirs:

If I had 100 votes to cast, I would cast them all for the one house—the Wright-Blackbourn "modern."

All of your readers are indebted to you for giving the subject of housing some attention. We all live in houses. None of our existing houses are geared for *real living* as we want to live today.

MRS. BERNICE BOWSER

New York, N. Y.

● Among the readers who have thus far expressed their preference, 56% voted for "traditional" houses, 44% for "modern." The greatest number of votes, as might be expected, went to the two cheapest houses: 20% to the Koch-Ramsey "traditional," 18% to the Stone-Ramsey "modern." The house which made the biggest hit, price aside, was the Frank Lloyd Wright "modern," designed for the Blackbourns of Minneapolis, which received 17% of the total vote.—ED.

First House Up

Sirs:

This is to notify you that the Kelley-Calvert "Traditional" house on which we have been rushing construction at Harbour Green, Massapequa, L. I., is now finished. It was built in 29 days.

KENNETH F. DUNCAN

Harmon National Real Estate Corp.
New York, N. Y.

Movie Boner

Sirs:

I'm curious to know how many Boy Scouts noticed that your picture of Jackie Cooper with Deanna Durbin (*That Certain Age*, LIFE, Oct. 3) has an error connected with it?

You call him a Junior Scoutmaster—but he is wearing the two and a half bars of a Senior Patrol Leader.

DAVID BEACH, Eagle Scout

University of Michigan
Ann Arbor, Mich.

● The error was made in the movie. More than 50 Boy Scouts and Scoutmasters wrote to LIFE about it.—ED.

What do they say about **Bali?**



BELLE of BALI — Its resilient net flange controls without binding.

THE **Bali** BRA

REG. U.S. PAT. OFF.

Returning tourists... do they rave about the flora and fauna of BALI? Or its temples, volcanoes and lagoons? ... Well, maybe — but mostly they tell of the contours of the native maidens. "PERFECT!" they say. (And we clever moderns attain the same graceful upward-outward curves with these ingeniously designed **BALI Brassieres**.)

At leading stores \$1 and up

FAY - MISS, New York • Chicago

Puerto Rico sends you this **TROPICAL TEMPTATION** to delight your palate



Light in body, delicate in flavour, Don Q is a rum worth insisting upon by name. Superb in a Daiquiri or any other rum cocktail.

WHITE LABEL for cocktails
GOLD LABEL for tall drinks

Product of Destileria Serrallles, Inc.
Ponce, Puerto Rico

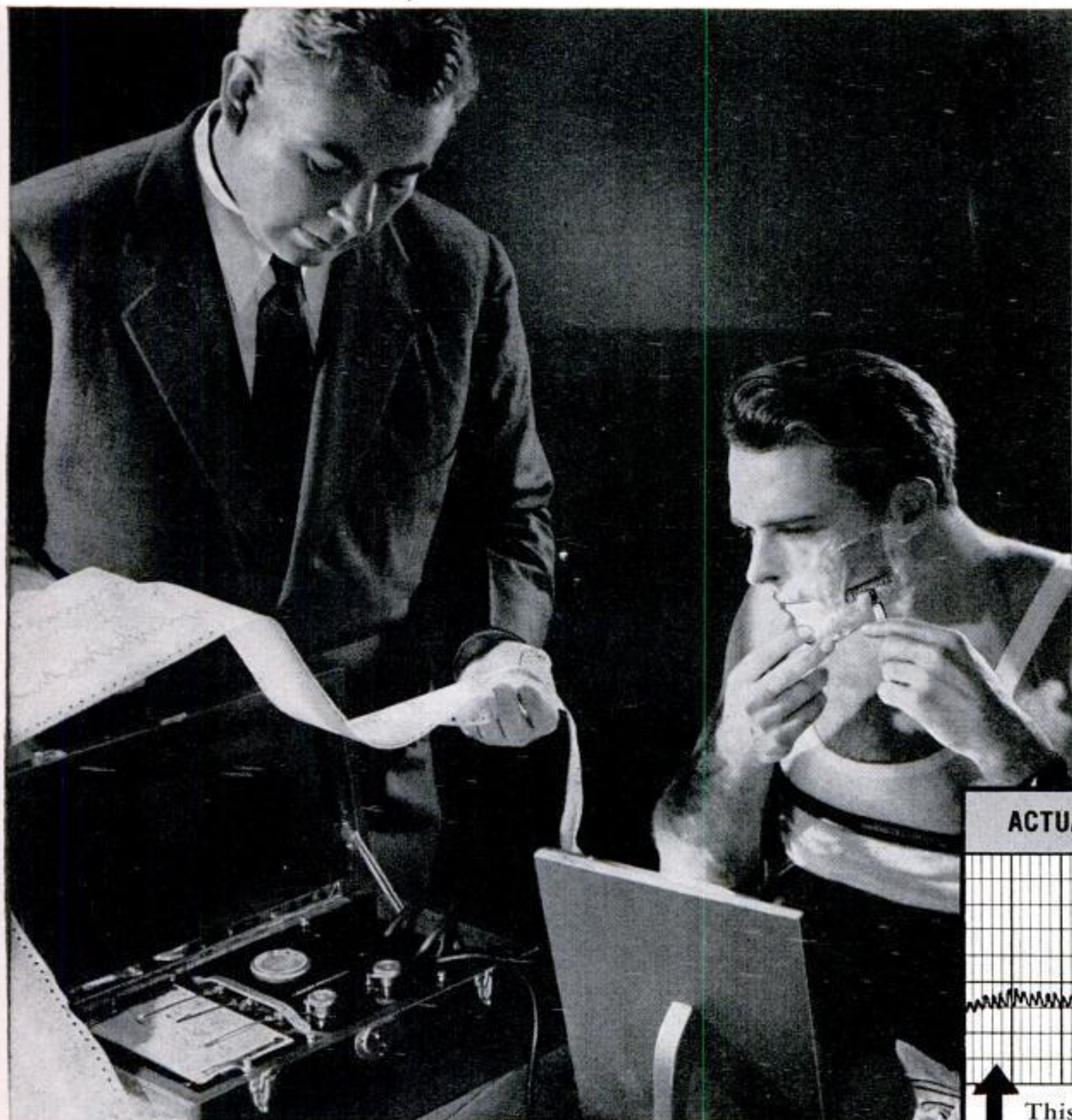
Your Guide to Good Liquors

Don Q Rum

86 Proof

© 1938, National Distillers Prod. Corp., Import Div., N.Y.C.

NEW FACTS ABOUT SHAVING REVEALED BY LIE DETECTOR!



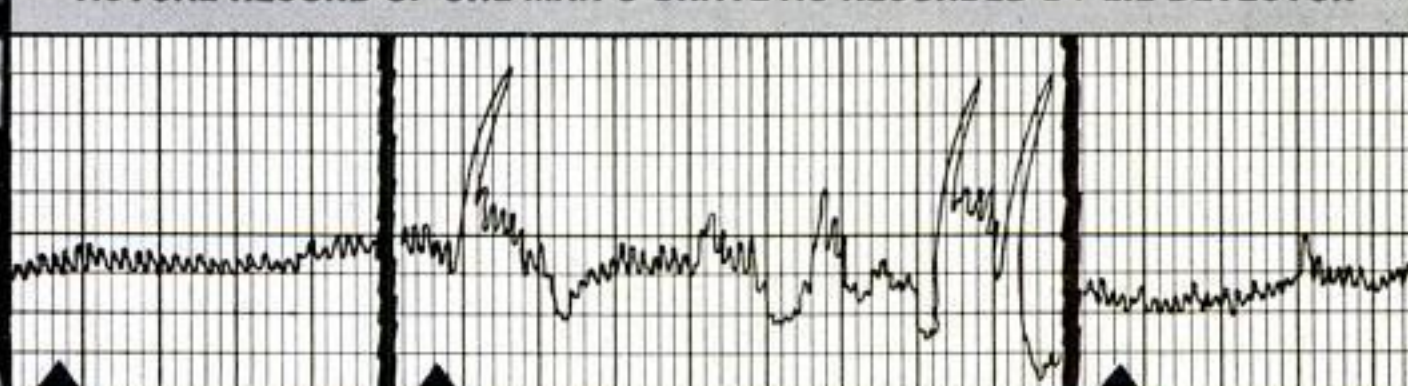
World-Famous Psychologist Proves Vital Importance of Using a Gillette Blade in Your Gillette Razor!

STRAPPED to Lie Detectors, the same scientific instruments used by G-men and police officers throughout the country, hundreds of men take part in an astonishing series of tests that blast false claims and reveal the naked truth about razor blades. These men, shaving under the piercing eye of Dr. William Moulton Marston, eminent psychologist and originator of the famous Lie Detector test, come from all walks of life, represent all types of beards and every kind of shaving problem. Knowing that the Lie Detector tells all... reveals the innermost thoughts and feelings... these men shave one side of the face with a Gillette Blade, the other side with substitute brands.

Gillette Blades Vastly Superior

The results are astonishing. Here, recorded on a graph that lays bare the emotions, is convincing proof that the Gillette Blade is far easier on the face... a better blade from every standpoint. See the chart below... study the evidence... then make a comparative test yourself. Ask your dealer for Gillette Blades. Learn how much more shaving comfort and satisfaction Gillette gives you!

ACTUAL RECORD OF ONE MAN'S SHAVE AS RECORDED BY LIE DETECTOR



This section of the chart shows normal blood pressure of subject immediately before he started to shave.

Blood pressure leaps and dives as subject shaves with a substitute blade that scrapes and pulls. This graph is typical of hundreds of tests that have been made with substitute blades of various brands. Shaving time 1 minute, 37½ sec.

Blood pressure returns almost to normal during Gillette shave. Time 42½ sec.

HOW MEN TAKE THE TEST TO DISCLOSE SHAVING TRUTHS!

While harnessed to a Lie Detector, each subject shaves one side of his face with a Gillette Blade... the other side with a substitute blade. In no case does the subject know which blade is which. With red ink, styluses write the undeniable record of comparative blade quality as revealed by the involuntary emotions of the shaver himself. Finally, as a further check, while the Lie Detector is still operating, the subject is asked, "Which of the two blades gave you the best shave... number one, or number two?" Naming their choice blindly, by number, 9 out of every 10 men pick the Gillette Blade.

Now Let Dr. Marston Give You The Benefit of This Sweeping Investigation

"In conducting exhaustive shaving tests for Gillette I have discovered that the quality of a man's shave has a marked effect upon his mood and general attitude for hours to come.

Bad Shaves Upset Nerves!

"Many subjects who came to me in a cheerful frame of mind actually went out grouchy and irritable because they had shaved one side of their faces with inferior razor blades. This shows how vital it really is to use the best blades obtainable. The results of my study make it possible for me to state... and

back my statement with positive proof... that Gillette Blades are far superior in every way."

ATTENTION! BETTER BUSINESS BUREAUS AND CONSUMER ORGANIZATIONS

Dr. William Moulton Marston's scientific shaving tests are being conducted to reveal the truth about razor blade quality. Gillette invites Better Business Bureaus, consumer organizations and individuals to observe—and participate in—this research. Address your inquiries to Gillette Safety Razor Company, Boston, Mass.



DR. MARSTON PROVES CONCLUSIVELY that a Gillette Blade is easier on your face and gives you closer shaves in much less time. Shown above (left) is a section of a man's face shaved with a Gillette Blade in a Gillette Razor, (right) a corresponding section shaved by another method.



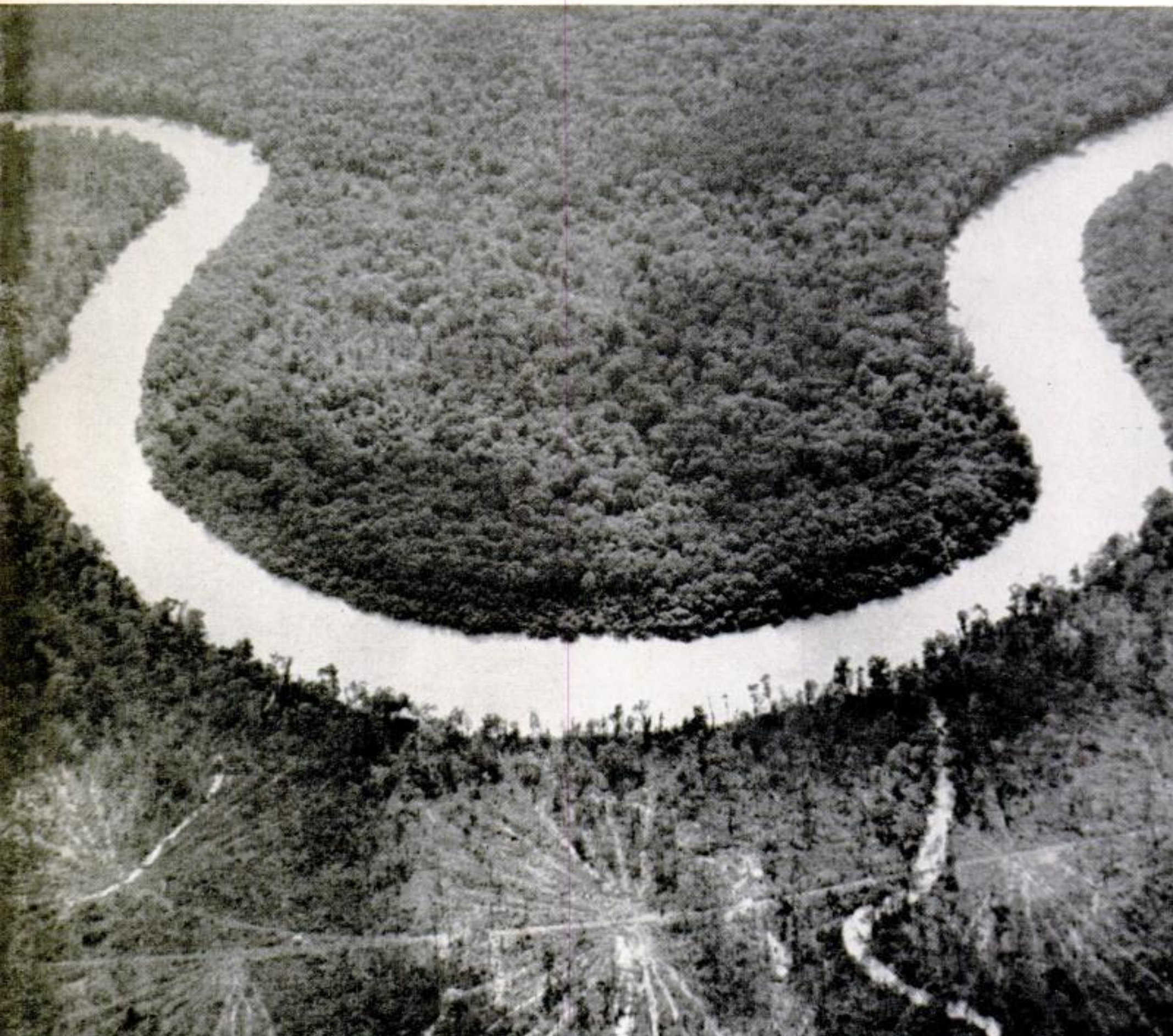
GILLETTE'S NEW BRUSHLESS Shaving Cream is better in five ways! (1) Softens whiskers double quick, (2) soothes the skin, (3) stays moist on your face, (4) speeds shaving and (5) never clogs razor or drains! A large tube costs only 25¢!



PRECISION-MADE TO FIT YOUR GILLETTE RAZOR EXACTLY



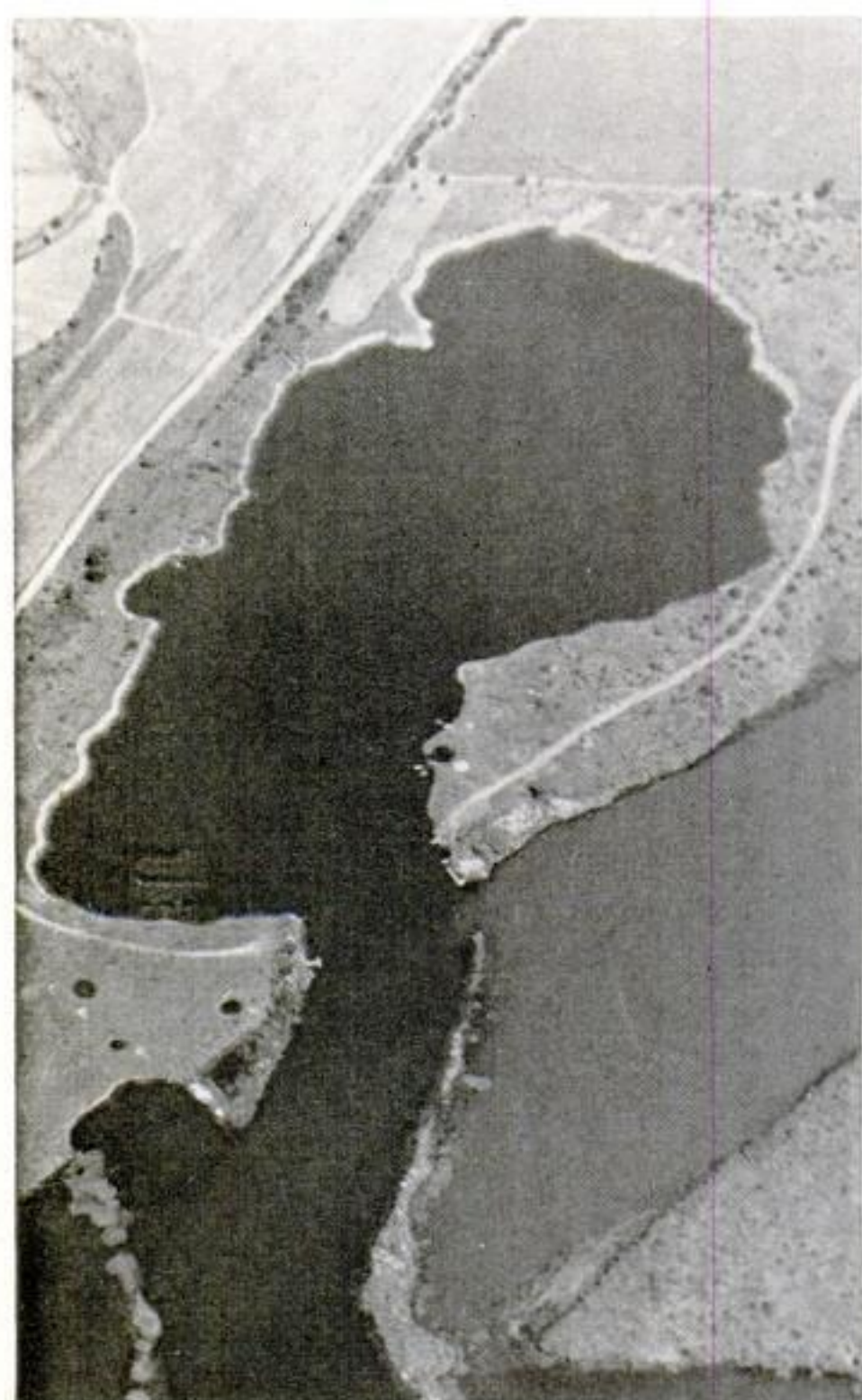
SPEAKING OF PICTURES . . .



LOOKING FOR "U.S.A.," CAPTAIN JOHNSON FINDS THE "U" IN THE SANTEE RIVER OF SOUTH CAROLINA



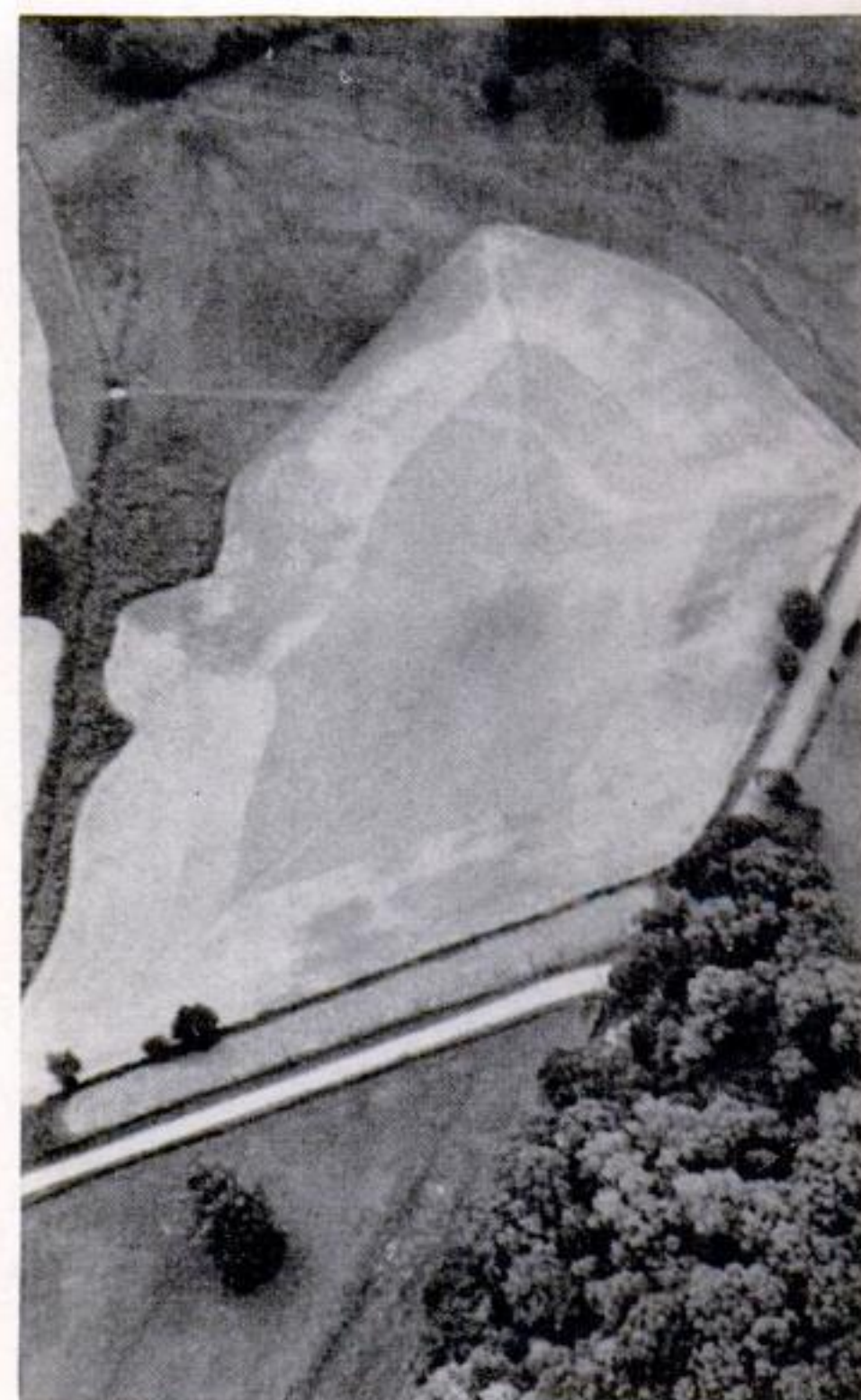
AN "S" IS MADE BY SAME RIVER TWO MILES AWAY



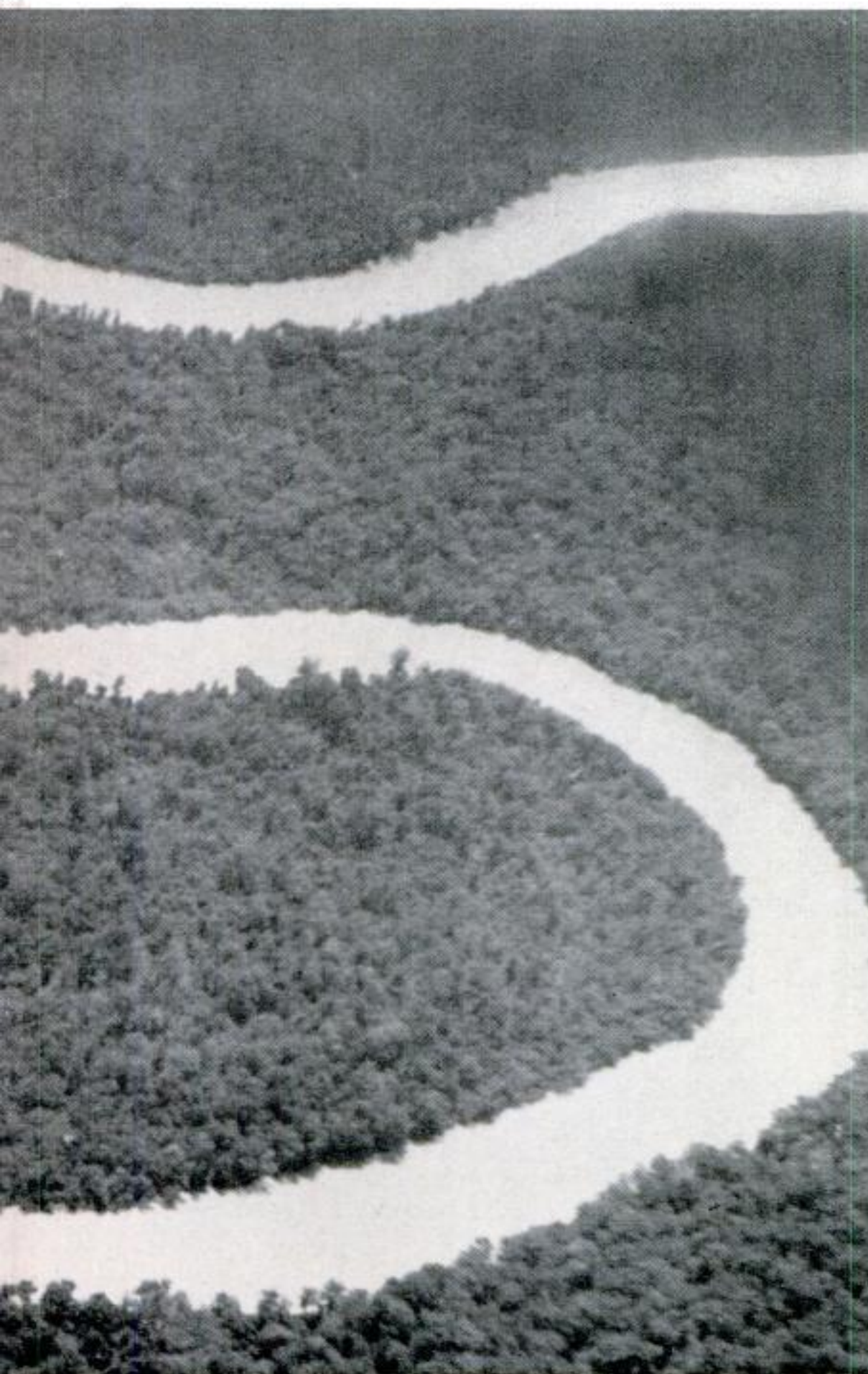
An "Old Maid" is on Capt. Johnson's run near Bristol, Pa. It was formed when water entered an excavation made by a sand and gravel company. Notice the earring in center.



Profile of a man is sketched by a dirt road near Reidsville, N.C. Starting at the bottom, the road gracefully forms an Adam's apple, chin, lips, nose, eye and forehead.



This old man, with the pug nose and chin whiskers, is a plowed field seen from 1,000 ft. near Wilmington, Del. Contour of the face resembles Andrew Carnegie's profile.



THIS PICTURE WAS MADE AT 4,000 FT.



THE "A" IS FORMED AT THE HEADWATERS OF CHESAPEAKE BAY, JUST SOUTH OF ELKTON, MD.

... AIRLINE PILOT SEES ODD SHAPES FROM ALOFT



A weird-looking island near the mouth of the Combahee River, eleven miles northeast of Beaufort, S.C., resembles a guinea hen without feet. "Your eyes become trained to see these things," Capt. Johnson explains. "You don't search for them, they just pop up."

A good 20% of all airline pilots in the U. S. take pictures for their own enjoyment during flights. One of these camera enthusiasts is Capt. Myron ("Mac") Johnson of Eastern Air Lines, who pilots big passenger planes on the New York-Miami run in winter, the New York-Atlanta run in summer. From his cockpit, Capt. Johnson has spotted many an odd-shaped contour on the landscape, opened a side window and photographed it. His special hobby is snapping rivers, fields or cemeteries that resemble human faces, letters, high-heeled shoes, giant eggs, fantastic birds, dogs or fish.



CAPTAIN JOHNSON

To photograph the geographical oddities shown here, Capt. Johnson spent two years of patient camera-clicking. Since a transport pilot cannot turn his plane off its scheduled course to go chasing a hobby, he must first sight his subject and then wait until the plane passes over it, at the right altitude, on a clear day. In the "U.S.A." pictures above, it took many months of sharp watching before Capt. Johnson found a well-defined "A".

Capt. Johnson has been in the air 21 years, has 10,760 flying hours to his credit. Before he became a passenger pilot, he spent nine years barnstorming, and during this period took thousands of aerial photographs for maps. The experience has made him nimble with his camera. He develops his negatives and makes prints in the bathroom of his Newark apartment, while Mrs. Johnson suffers the usual inconveniences of a photographer's wife.

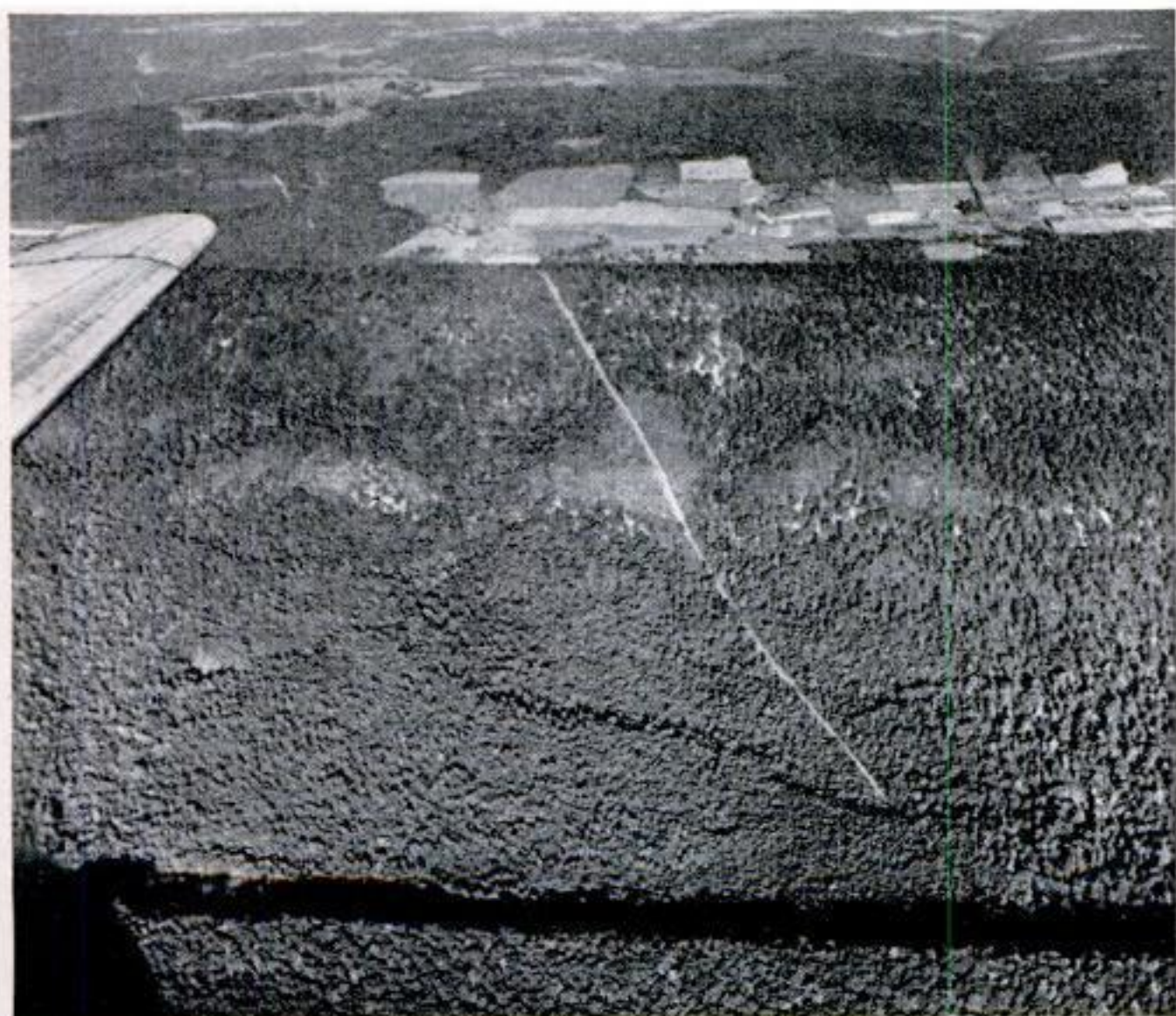
SPEAKING OF PICTURES

(continued)

Transport pilots sometimes make historical discoveries on their routes. Pilot W. H. Proctor of American Airlines rediscovered the Mason-Dixon Line near Cumberland, Md. (bottom), drawn in 1767 to settle a Maryland-Pennsylvania boundary dispute. He also photographed old Indian symbols in the California desert, noticeable only from aloft (picture below).



Ceremonial symbols, representing a human form, a horse and a circle, were first seen from a plane. California Indians made them over 100 years ago by digging out rocks.



A controversy was settled when the U. S. Geological Survey upheld Pilot Proctor's contention that this is the Mason-Dixon Line drawn by two Colonial surveyors.

*To feel better faster
—take Sal Hepatica!*



MR.: Just my luck! Drive half-way across the continent to see a football game and then wake up with a logy headache! Yes—I know I need a laxative, but it'll be hours before my head clears.

MRS.: Not if you take Sal Hepatica, dear. It's a lot different.



MR.: You say Sal Hepatica is different. How?

MRS.: Well, first, it's quick yet gentle in its laxative action. Second, it counteracts gastric acidity—chases that sickish feeling fast. Millions have found that out—so try it, dear.



THAT AFTERNOON

MRS.: Darling, you've certainly changed since this morning!

MR.: Feel great, honey, thanks to you and that glass of sparkling Sal Hepatica... Say, that's another touchdown! What a game! What a team!



TUNE IN: Fred Allen in "TOWN HALL TONIGHT"—Wednesdays at 9 P.M., E.S.T.

THIS MAY UPSET ALL YOUR IDEAS

about Anti-Freeze

THIS anti-freeze story may startle you. It is directly contrary to long-established beliefs. Tests made over a period of seven years in 300 cars prove that "Zerone" makes a perfect mixture with water and that you lose little or none by evaporation or separation. Radiator losses are due mainly to mechanical causes—leaks, sudden stops, etc. Where there is boiling, the losses are of the whole solution—"Zerone" and water—and such losses are in about the same proportions as the original protection.

So, in the first place, use "Zerone" in accordance with directions on can or protection chart. Second, never assume that it's the water only, or "Zerone" only, that has been lost when your cooling solution is low. Check strength of the solution, and replace the indicated combination of "Zerone" and water. Otherwise, you may

have too much protection or too little, affecting performance and safety.

The materials from which "Zerone" is made are so effective you need less for protection. Replacements, if any, cost you little. So you are wiser to start with Du Pont "Zerone." Remember, it's only \$1.00 a gallon (\$1.20 west of the Rockies). Du Pont, "Zerone" Division, Wilmington, Delaware.



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ONLY \$1 A GALLON

ZERONE

Anti-Rust ANTI-FREEZE

LIFE'S PICTURES



Hansel Mieth, who took the vivisection pictures on pages 48 to 53, is shown as she photographed the skin incision on a dog. Her photographs were the first ever made for publication in the animal research laboratories of the Harvard Medical school. Miss Mieth, who spent three full days at Harvard, has specialized in scientific photographs, her most recent story being the sex-hormone experiments on chicks in last week's LIFE. She followed the Harvard experiments with more than professional interest since she owns a dog and several cats herself.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—OTTO HAGEL
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7—M. A. C. JOHNSON *exc. bot. rt. J. H. BROWN*
9—AMERICAN AIRLINES, INC. PHOTO by W. H. PROCTOR
10—JOHN DURANT
13—A. P.
14, 15—W. W., ACME, W. W., H. & E., PHOTO-ART—A. P., H. & E., A. P., ACME—INT. (2), W. W.
16—W. W., THOS. D. MC AVOY—H. & E.—H. & E.
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24—ELENOR MAYER *exc. bot. rt. BARON*
25—*Courtesy STANDARD OIL CO. OF CALIFORNIA—UNITED AIR LINES (insert drawings by MICHAEL PHILLIPS), RALPH MORGAN*
26—T. (3) ELINOR MAYER—*cen. rt. EISENSTADT-PIX*
28—M-G-M
29—M-G-M—ACME, INT.
30, 31, 32—KARGER-PIX
37, 38, 39, 40—TWENTIETH CENTURY-FOX
43, 44—KLUGER from B. S.
45—KLUGER from B. S., SAMUEL A. JAFFE, INT.—SAMUEL A. JAFFE—SAMUEL A. JAFFE—EUR., INT.
46—ACME, P. I.
47—A. P., W. W.—KARGER-PIX, PHOTO by MORRISON STUDIO *courtesy "THE LIVING CHURCH"*—GREYSTONE STUDIOS, PETER STACKPOLE
48, 49—HANSEL MIETH
50, 51—T. rt. (3) HANSEL MIETH—CULVER (2), BROWN BROS., HANSEL MIETH
52, 53—HANSEL MIETH
54—OTTO HAGEL
55—OTTO HAGEL *exc. t. lt. ACME*
56—GJON MILLI, CARL M. MYDANS—W. W., *insert drawing by TOBIAS MOSS*
57—INT.
58, 59, 60, 61—MARGARET BOURKE-WHITE
62, 63—MARGARET BOURKE-WHITE *exc. t. OMAHA WORLD-HERALD PHOTO*
64—HENLE from B. S.
65—HENLE from B. S.—"CHIC" FARMER

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Your photo dealer has the improved G-E exposure meter. If you want better pictures, ask to see it soon. Or write for GED-678A, which shows the new G-E meter and explains how to use it under all light conditions. General Electric Company, Schenectady, N. Y.

GENERAL ELECTRIC

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LIFE

Vol. 5, No. 17

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October 24, 1938

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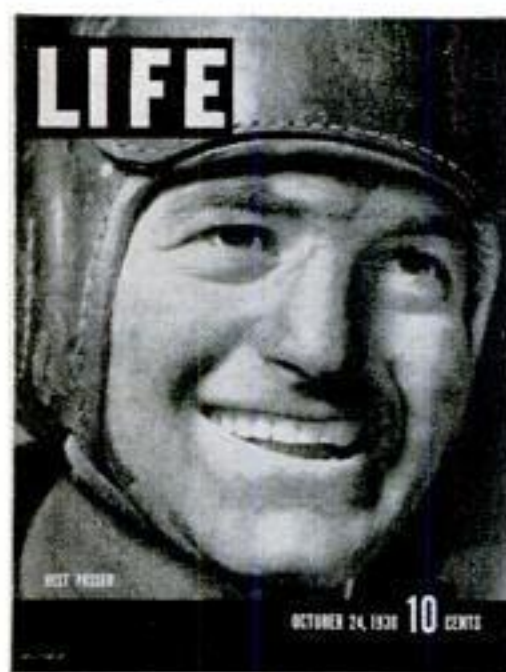
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The cover picture of Sid Luckman, Columbia's great football player, was taken during practice by LIFE's photographer, Otto Hagel. Luckman is the young man who lifted an otherwise unspectacular Columbia team to brilliance in its early season games. Experts rate him the best forward passer in the country and the peer of such football greats as Sammy Baugh and Benny Friedman. Luckman was born in Brooklyn, and has been a New York football hero for the past seven years, first at Erasmus High School and lately at Columbia.

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This trim, powerful, easy-to-handle little marvel requires no skill or patient practice. It has a new patented principle that is all its own—exclusive features different from all other electric shavers. It has *steady* POWER that doesn't swoon when a man-size beard comes along. It gives you results—not promises.

If you haven't yet used Shavemaster, you ought to—just to see what a quick, close, comfort-shave this new, electric, latherless way feels like. Or perhaps you've used other dry shavers, or been waiting for the *right* one to come along. If so, Shavemaster is made for you. See your dealer today.

THE "INSIDE STORY"

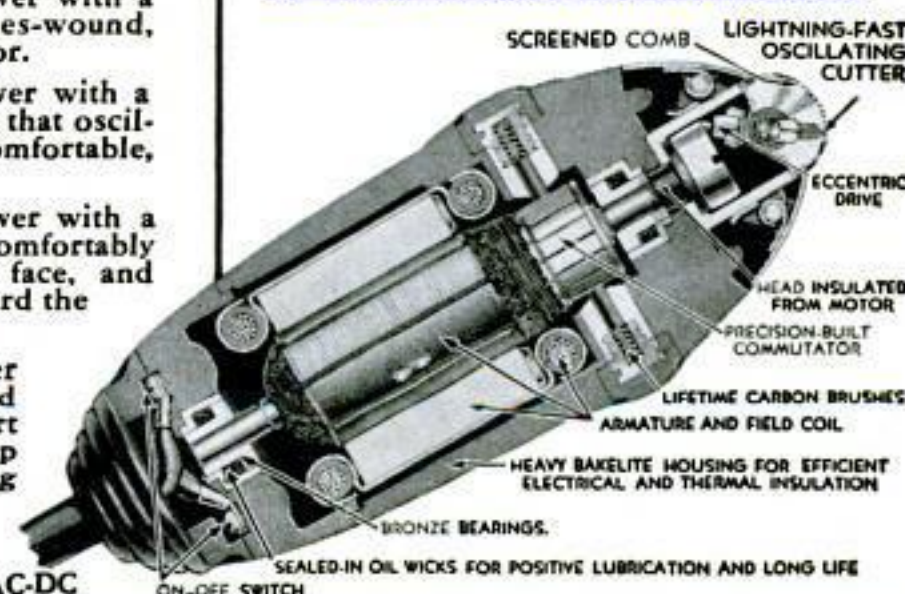
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TALK ABOUT THE WEATHER!

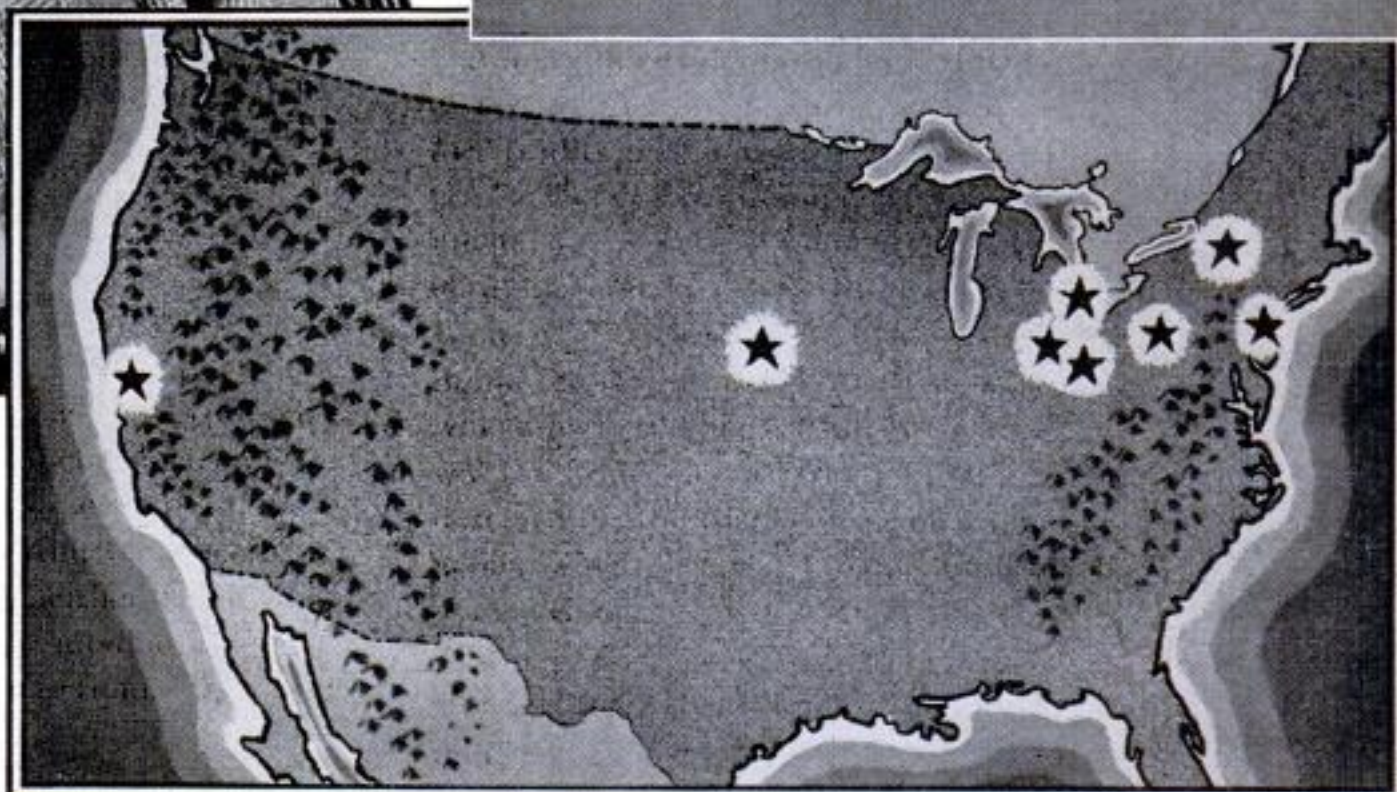


Remember the quaint barometer down on grandfather's farm—the old lady with her gloomy prediction of storms—the coy young couple who presaged blue and sunny skies? Grandfather would nod his head and say, "Hmmm—looks like we'll have a good tomato harvest this year, boys." For he knew that the weather influenced the quality of his crop. And so do Heinz experts! That's why Heinz "aristocrat" tomatoes are grown in specially selected agricultural areas where soil and climate produce fruit with finest flavor.



Only a perfect tomato receives the approval of a Heinz agricultural expert! He's the farmer's Man Friday, you might say. From the moment the small tomato plants are distributed to the day they're ready for picking, the Heinz man keeps in constant contact with the grower—advises him on the care and culture of young "aristocrat" tomatoes!

It's always fair weather in some section of the country where Heinz tomatoes are growing. For there are fields at Medina, N. Y.; Salem, N. J.; Berkeley, Calif.; Chambersburg, Pa.; Leamington, Ont.; Fremont, and Bowling Green, Ohio, and Muscatine, Iowa. (See map at right.) So, let it rain, let it hail! You'll still be able to enjoy Heinz Tomato Juice!

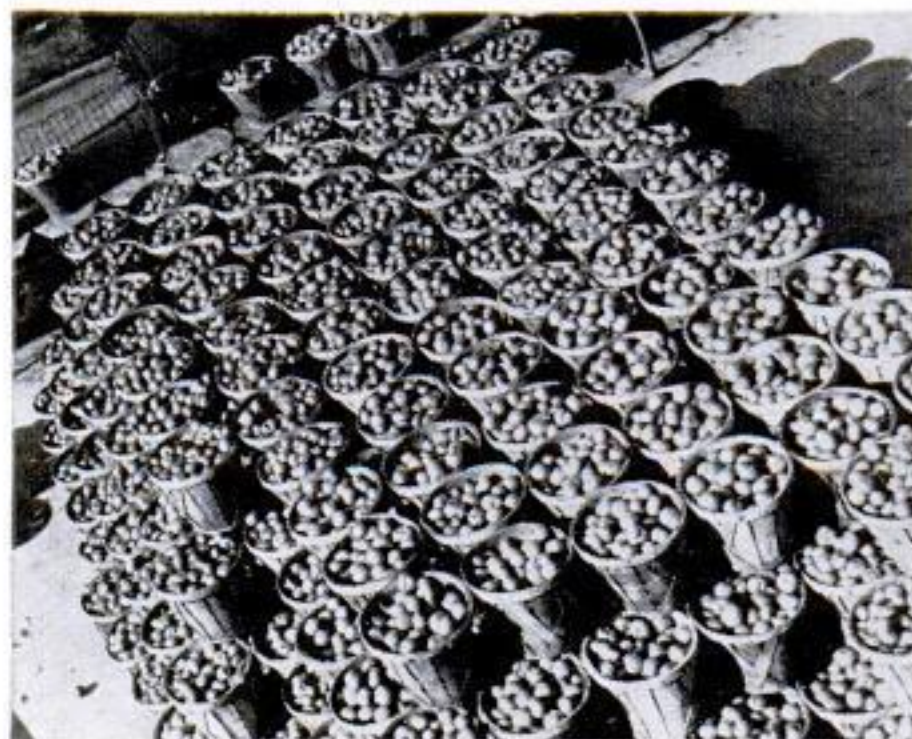


Good breeding is as important as good weather when it comes to raising tomatoes! Generations of pedigreed seedlings are crossbred to produce the Heinz "aristocrat." Here we see workers in Bowling Green, Ohio, packing choice greenhouse plants for transfer to out-of-door beds.

In modern, immaculate factories such as the one at Berkeley, Calif., pictured below, trained workers press Heinz Tomato Juice (one of the 57 Varieties) and pack it in keystone-labeled tins—ready for your grocer's shelves.



Dawn finds these farmers at Fremont, Ohio, loading the lush, red-ripe tomatoes on wagons. Shortly, swift trucks will have these plump beauties delivered to the nearby Heinz kitchens, where they're carefully inspected, sorted, washed, and pressed for Heinz Tomato Juice.



Going to press—these firm, ruddy Heinz "aristocrat" tomatoes, fairly bursting with juice. No wonder Heinz Tomato Juice is so rich and thick—so fresh and wholesome! Only a tiny pinch of salt is added to the pure, exhilarating essence of these prize tomatoes.



Rain or shine—you're always handy to a sip of sunshine if you have Heinz Tomato Juice in the house. For those "aristocrat" tomatoes are pressed at the peak of their delicious perfection. You'll like Heinz Tomato Juice at breakfast—dinner—or as a send-off to pleasant dreams!



In the majestic mountains of God's Country, near Verdi, Nev., a C.I.O. union lately got into a dispute with a construction company in charge of a highway project. Last week word came that 1,000 C.I.O. members from California were planning to cross the State line and picket the project. The Verdi countryside sprang to arms. Men with guns barred the highways, halted every motorist for questioning (above). The C.I.O. "invaders" did not show up.

Surveying his country in mid-October 1938, the vigilant patriot viewed with alarm—as small but symptomatic—this throwback to the oldtime Western vigilante spirit. He saw an America with its economic machinery jammed and some 10,000,000 of its citizens unemployed, suffering want in the midst of real or potential plenty. In this deep and continuing crisis, sensible citizens might be expected to submerge their differences and pull together for a common rescue. Instead, the bitter, fighting spirit of Verdi was rife in the land. Quiet but quick, it surged

under the surface of relations between Government and Business, between Capital and Labor. At the moment it flared between political partisans as they campaigned for office, and most violently between Labor and Labor as the two great factions spent their energies for commonweal in baiting each other.

But there were also hopeful signs in the America of mid-October to which the vigilant patriot could point with pride. He saw the representatives of Railroad Capital and Railroad Labor building a precedent for rational avoidance of industrial strife. He heard one great motor manufacturer predict better times for industry. He saw another — the nation's long-standing No. 1 anti-unionist—shake hands and chat with the head of the auto workers' union. He heard the chief of the Government's much-dreaded monopoly investigation speak reassuringly to business. And he saw a break in the united front of the utilities against the New Deal which promised the beginning of an era of good feeling between those ancient foes.

**AMERICA IN 1938 NEEDS
FEWER MEN WITH GUNS &
MORE MEN OF GOOD WILL**

WOEFUL RAILROADERS ARGUE PAY-CUT

Anyone is free to name what he thinks is America's worst industrial problem. But most would agree on the nation's railroads. Their desperate plight is reflected in the faces at right. Some months ago railroad managers decided that, with operating revenues running 20% under last year's, they would have to cut workers' wages 15%. Shaved from the pay of nearly 1,000,000 workers, that would mean a saving to the railroads—and a loss to the workers—of some \$250,000,000 yearly. Replied the workers, through their strong unions: Nothing doing. They voted to strike Oct. 1 if the cut was made.

The Federal Railway Labor Act requires both bosses and workers to take plenty of time to think and talk things over before acting. The worried representatives of Capital and Labor at right were photographed in Washington last week as they presented, or waited to present, their cases for or against the cut before a Presidential fact-finding board.

The executives contended that unless they save some money to buy new rolling stock and improve service the railroads are going to lose more and more business to motor competition—and railroad workers are going to lose all their pay, instead of just 15% of it. The Labor leaders maintained that the railroad mess is all the bosses' fault, that workers should not be made to suffer for bad management and wasteful financial jugglery. No matter whose fault it is, returned the executives, we are confronted with a condition, not a theory; we've got to save money or go bust. Your ability to pay has nothing to do with the case, barked Labor, and if you don't know what to do, we do. Produced forthwith was a Labor plan which consisted chiefly of Government regulation to save the railroads from their competitors.

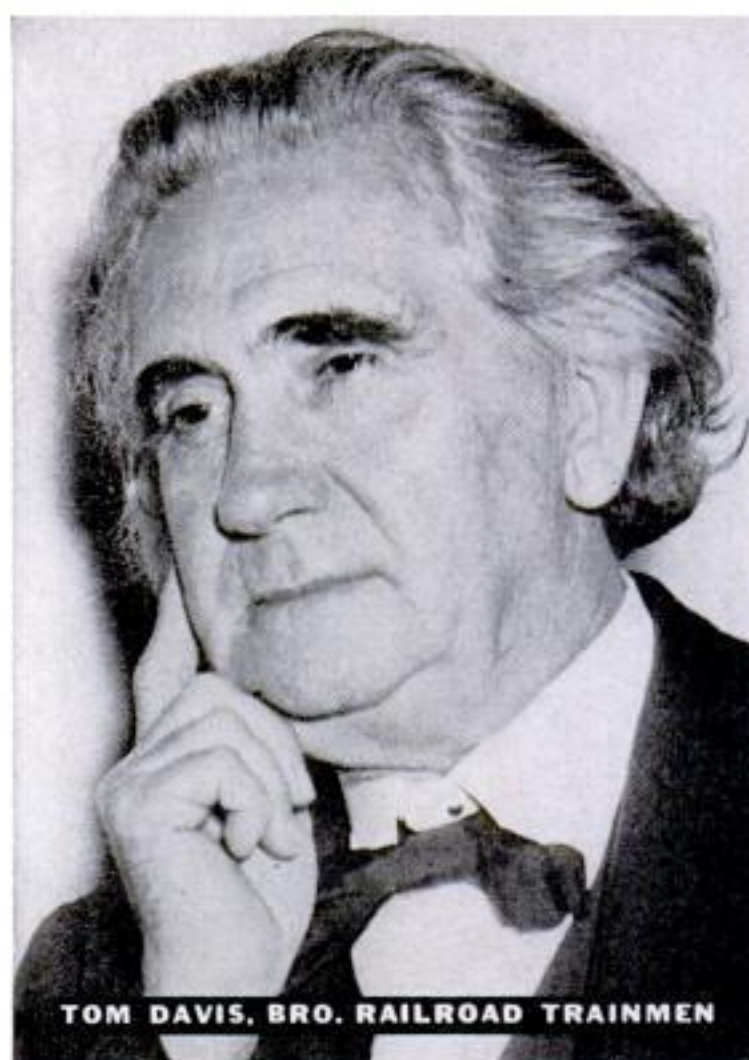
Day after day the spokesmen tossed statistics, assertions, denials and prophecies back and forth. Up stood Tom Davis, long-haired counsel of the Brotherhood of Railway Trainmen, to cry: "We will show that one railroad which got a loan from RFC paid as high as 1,100% in dividends in 1936."

Up stood the president of New York Central, Frederick E. Williamson, to reply: "Our 60,000 stockholders have received no dividends on their stock for more than six years."

Up stood Labor's chief counsel to declare that the per capita income of railroad workers and their dependents is only some \$430 per year.

Up stood Pennsylvania Railroad's President M. W. Clement to point out that his \$100,000 salary is \$50,000 less than the job used to pay.

Ever-haunting was the possibility that the Government may take over and run the whole railroad business, billing the taxpayers for the inevitable losses.



TOM DAVIS, BRO. RAILROAD TRAINMEN



GEORGE HARRISON, LABOR EXECS. ASSN.



F. E. WILLIAMSON, N. Y. CENTRAL



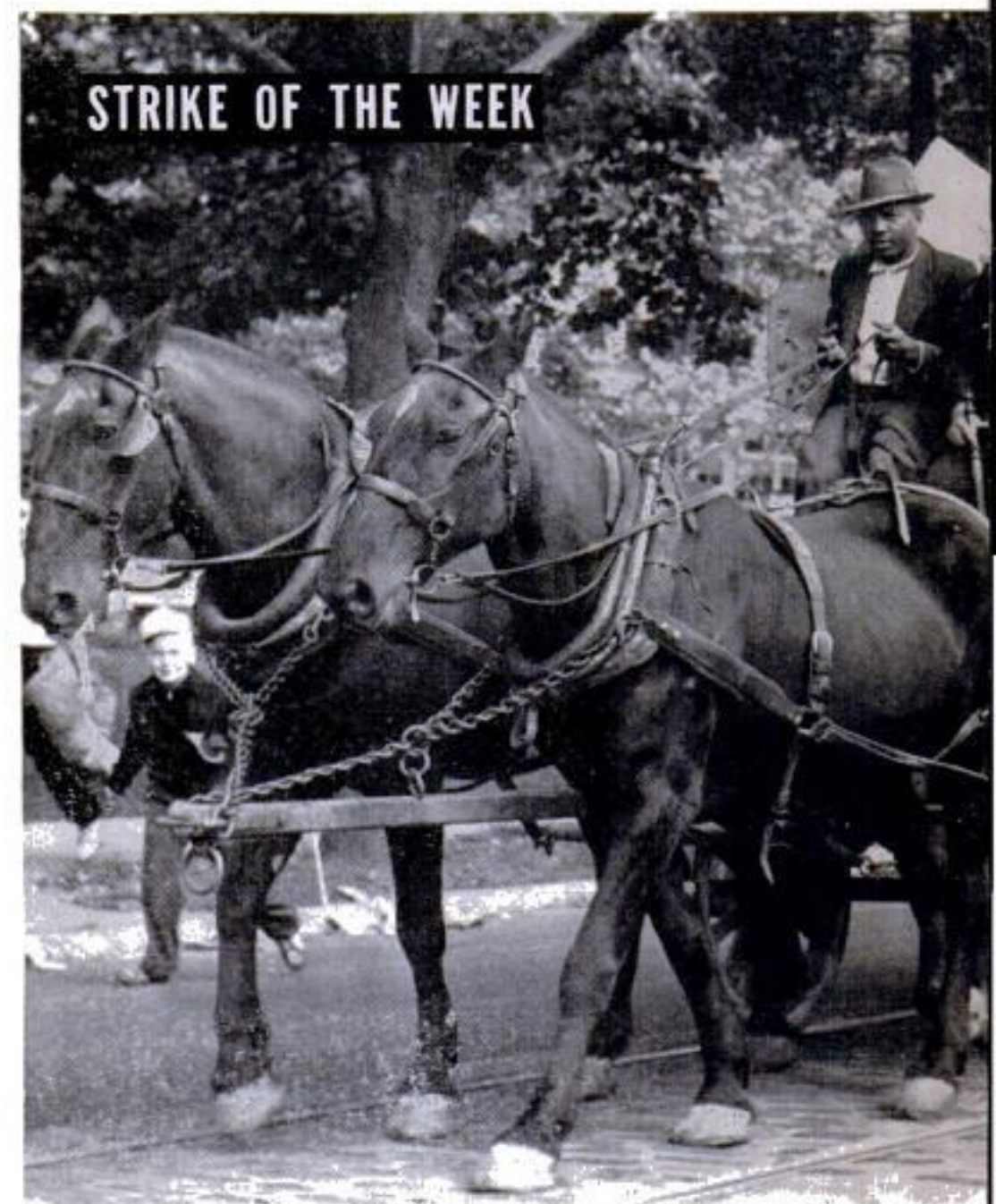
CHARLES DONNELLY, NORTHERN PACIFIC



JOB-HUNT OF THE WEEK

In Washington job-hunger caused a near-riot, Oct. 12, when women wanting to get on a waiting list for \$20-a-week jobs as charwomen in Federal buildings were directed to apply

at a police station. By 3 a.m., 3,000 women, mostly Negroes, were lined up outside the station. When police began to distribute application blanks, 20,000 women milled forward.

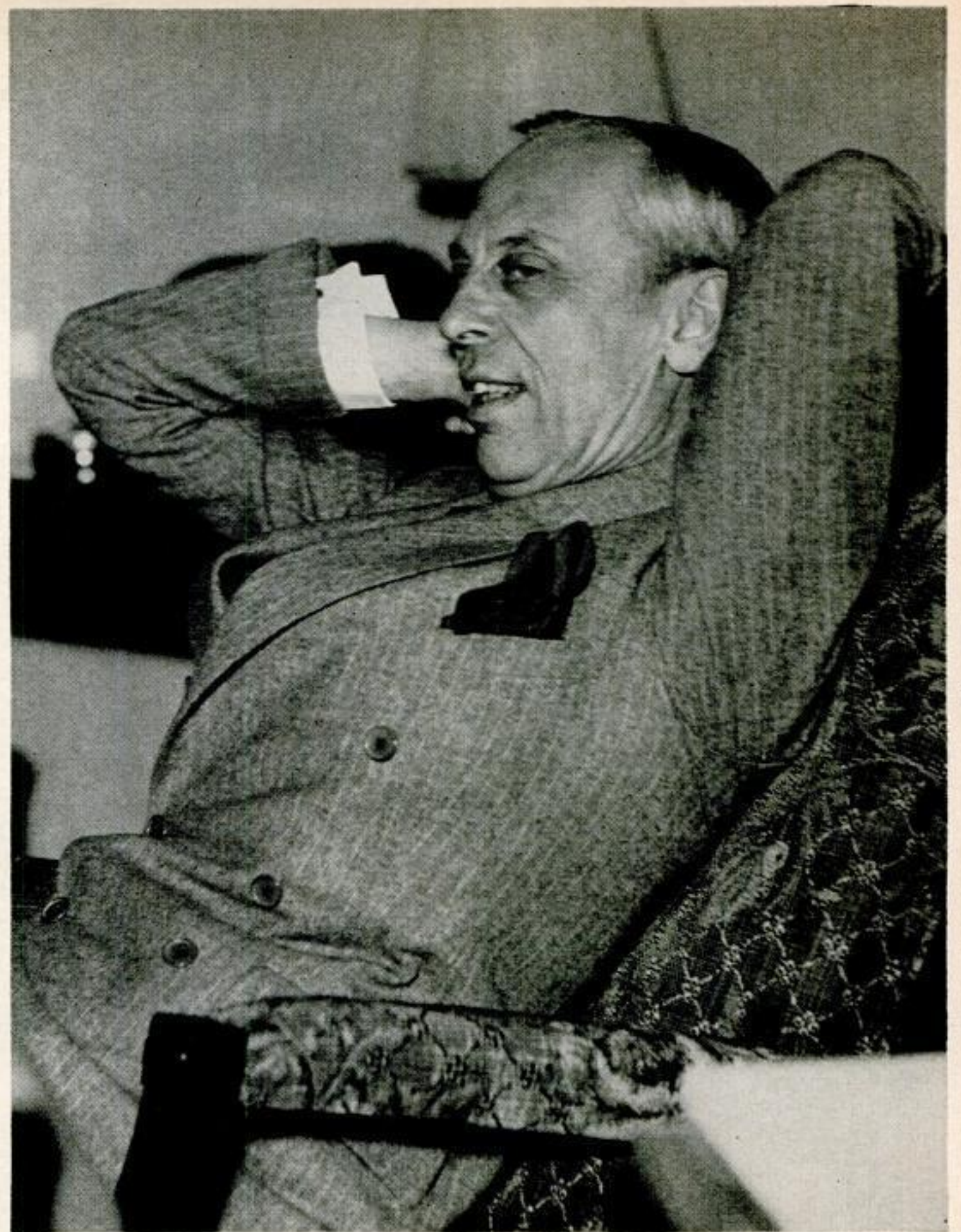
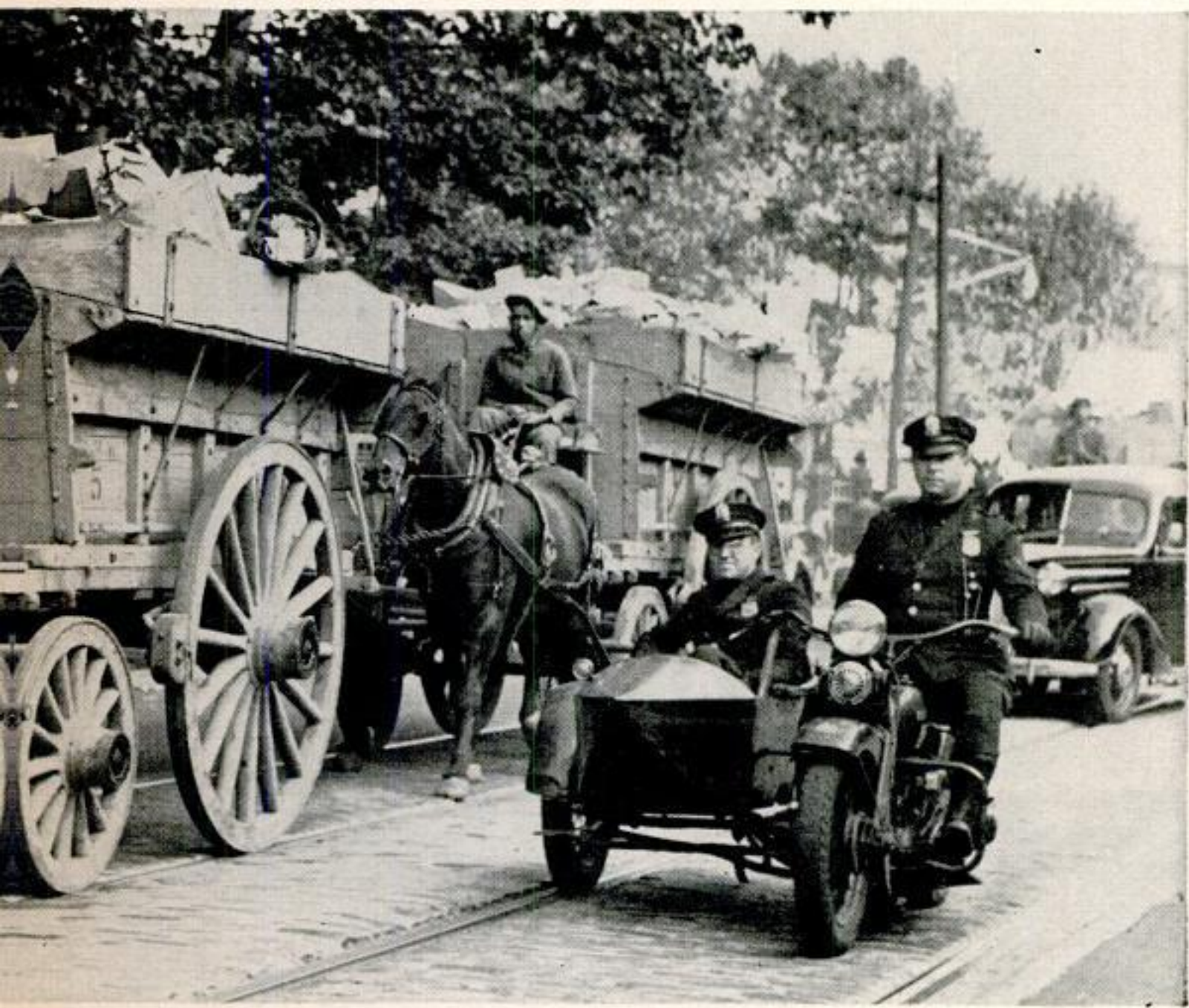


STRIKE OF THE WEEK

In Philadelphia some 3,100 street cleaners and garbage collectors were on strike in angry protest against a 31 percent pay cut, and the firing of 264 fellow workers. Scabs and rookies were rushed in



the breach. Over the city for six days ranged the strikers, fighting police, attacking scabs, upsetting wagons, strewing the streets with garbage and ashes. Motorcycle policemen were assigned to escort every wagon. On Oct. 14, the City Council hired back the 264 men, ending the strike.



ALFRED P. SLOAN JR. FEELS BETTER THAN HE HAS IN YEARS

SLOAN CHEERS UP AND FORD SHAKES HANDS

Out from Detroit went the brightest news of the week. Invigorated by a rush of orders for automobiles, the motor industry was calling back workers by the thousands. To a dealers' convention Chairman Alfred P. Sloan Jr. of General Motors made a notable statement. Said he: "I feel encouraged for the first time in many years that American business and industry are headed for a long uphill pull."

The photograph below is history-in-the-making. President Homer Martin of the C.I.O. automobile workers' union, would like to do something to restore his battered prestige. Harry Bennett, most colorful figure in Detroit, tough, able upholder of Henry Ford's non-union principles, would like to do something to make Mr. Ford again the most popular employer in the U. S. What deal? Perhaps Ford would adopt a 32-hour week without unionization. Anyway, Martin talked with Bennett for more than two hours and while they talked Henry Ford himself dropped in for a good chat.



CONTINUED ON NEXT PAGE

U.A.W.'S MARTIN (LEFT) MEETS MR. FORD'S HARRY BENNETT

(continued)



WAGE & HOUR COMMITTEE

Into effect Oct. 24 goes the Labor Standards Act, setting minimum pay and maximum hours for American industry. The committee named to apply it to the textile industry is chairmanned by Sears, Roebuck's Donald Nelson (left).



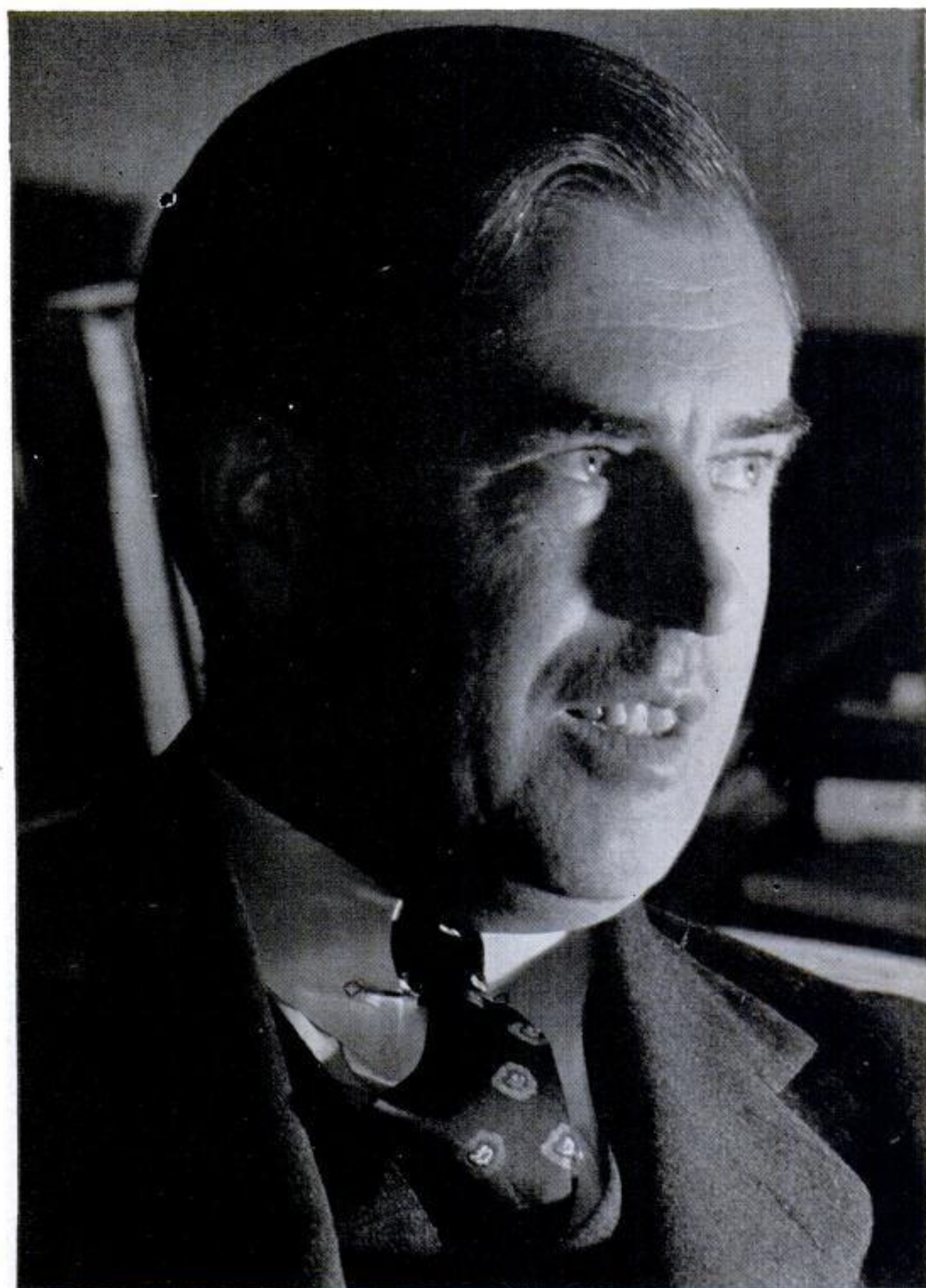
MONOPOLY COMMITTEE

Cheered were businessmen when Chairman O'Mahoney (center) of the Government's monopoly investigating committee, soon to begin hearings, said on Oct. 11: "Perhaps it is not necessary for us to have a planned economy."



SEC

Jubilant was the SEC when big Electric Bond & Share announced that it would comply with the Utility Act's "Death Sentence" clause without a court fight, thereby opening the way to new utilities financing and building.



SECRETARY WALLACE VISIONS A HAPPIER, BETTER-FED AMERICA

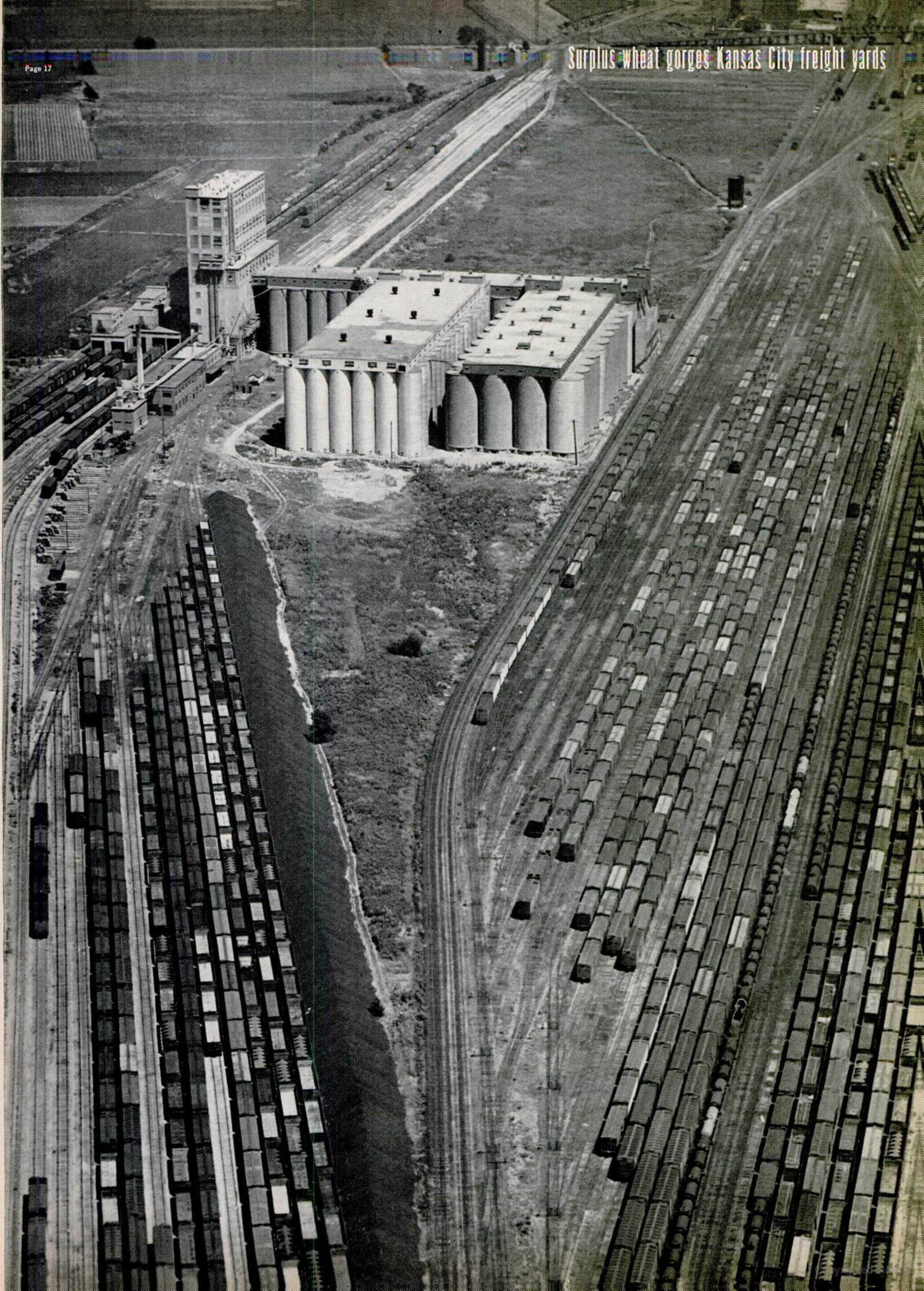
"ILL-FED THIRD" MAY EAT AT CUT-RATE

The new portrait above shows Secretary of Agriculture Henry Agard Wallace in his true character—an intelligent, warmhearted visionary devoted to making life richer and happier for his fellow men. But it does not show the Secretary in his true present feeling. He is now a harassed, unhappy man.

Mr. Wallace is the last man in the world to order cotton plowed under and little pigs killed just to make poor people go cold and hungry. But American farmers live in an industrial nation in which manufacturers keep their prices up—prices which farmers must pay for the things they buy—by cutting production in bad times. So he fathered the AAA, to help farmers keep prices up by cutting production, too.

Everything has seemed to work against his well-meaning plan. First there was drought, then the Supreme Court, and now good weather. Farmers who grudgingly left good fields unplanted because Mr. Wallace told them that would assure them good prices for the rest of their crops are hopping mad because fine weather and bumper crops have knocked the bottom out of prices. On the opposite page you see Kansas City freight yards gorged with carfuls of surplus wheat—a sight called to LIFE's attention by wonder-struck Transcontinental & Western Airlines pilots. Chiefly because of the oversupply, wheat is now selling for 65¢ against last year's \$1 per bu., corn for 44¢ against last year's 58¢ per bu., cotton for 8¢ against last year's 12¢ per lb. To keep wheat prices from collapsing still further, the Government is buying up some 100,000,000 bu. and disposing of them abroad, at a loss. But this is only aspirin for the nation's Farm headache. On Oct. 12 Secretary Wallace, fighting for his own political life, proposed a kill-or-cure remedy—staggering in its implications and practical difficulties.

Why, he asked, should foreigners receive America's bounty? Already the Government, through its Federal Surplus Commodities Corp., is buying enormous quantities of surplus farm products and giving them to people on relief. Mr. Wallace now proposes that the Government go on to buy still more of the farm surplus, sell it at cut-rate to the "ill-fed third of the nation"—on relief or not.



LIFE ON THE NEWSFRONTS OF THE WORLD

European events make Americans look to their Army and Navy; A headline triumph for Lewis



CZECH INTERPRETER FOR LIFE'S CAMERAMAN

The world has not seen the strange spectacle of an unbeaten military Power abandoning its homeland without war since France got Savoy from the grandfather of the present King of Italy in 1860. Last week hundreds of pictures poured into the U. S. of Germans sweeping into Czechoslovakia's Sudetenland. But what Americans felt was the stunned tragedy of the Czech losers going out, the poignancy of the queer silent pause before the new rulers came in.



CRAIG

This was what LIFE's Photographer John Phillips photographed (see p. 22). He and his interpreter caught the last truck, Oct. 2, out of Karlsbad with eight barrels of gasoline and the Juranek family who had hiked 10 miles for a lift. In the picture at top, Interpreter George Mucha of the Czech Propaganda Ministry (right) holds an au-

tomatic for use against snipers, the Juraneks are in the background. Said one of Phillips' companions, "What will President Roosevelt say to this?"

The world press pounced last week on a strange alibi for the Four-Power Pact of Munich—that Germany has enough war planes to destroy the combined air forces of Britain, France, Czechoslovakia and the U. S. S. R. No yarn could be more fantastic. The Germans have at most 4,000 military planes and ten men to a plane. (An efficient air force needs an average of 15 men per military plane.) Their substitute materials, especially lubricants, are unsatisfactory; many of their models in Spain have not stood up. German strong points are anti-aircraft guns and rapid production of replacements in case of high rate of destruction in war.

Last week Germans impudently pressed their moral victory over Britain, demanded that Britain keep its air force one-third the size of Germany's. Britons promptly refused. Welcoming the talk about their poor air force, they prepared to improve it.

Britain's rearmament hangs on that eternal political fact—the British Life Line, the British Empire's water routes all over the world. It was jeopardized last week by civil war in Palestine, saved by a partial



LEAHY

Italian withdrawal from Spain. But in the Far East it was threatened again by a new Japanese invasion of South China, directly past the British city of Hong Kong. LIFE shows pictures of the holy places of Palestine (pp. 43 to 45) and presents a movie of the making of that key link in the Life Line—the Suez Canal (pp. 37 to 39).

What defends all this is not planes, but battleships. Immoderate airplane-lovers try to blast the battleship's authority over a plane-threatened world. But President Roosevelt announced that the U. S. Navy would get \$150,000,000 more than the \$550,000,000 it already has, to build six new battleships of 35,000 tons and nine 16-in. guns, as well as light cruisers and an aircraft carrier. The Navy also got permission to raise its plane total to 3,000 properly-manned planes, which are already rated as the world's most efficient air force. Bernard Baruch, at the White House, said that the U. S. Navy is all right but that the Army needs officers and equipment, notably anti-aircraft and anti-tank guns. This was fine news to U. S. Army Chief of Staff Malin Craig.

The present chiefs of the U. S. armed forces are in for more attention than any of their predecessors since Pershing and Sims. The Navy's Chief of Staff is a methodical Mid-Westerner, 63-year-old Admiral William Leahy who specializes in gunnery. The Army's No. 1 is another 63-year-old Mid-Westerner, practical-joking, hard-hitting Malin Craig, rated an extremely able Chief of Staff.



LEWIS

Lewis scored a cheap and easy headline triumph for, as he well knew it would be, his offer was promptly rejected. Prime reason: Lewis gets no pay as C.I.O. chairman, earning his living as \$25,000-a-year president of the United Mine Workers, while the \$12,000 he gets from A.F. of L. is Bill Green's all.

Poletti Pother. As New York's exciting gubernatorial campaign got under way, the spotlight turned from racket-busting Tom Dewey, the G.O.P. candidate, to an opponent just as vigorous and ambitious, and even younger. When Dewey-scared Democratic bosses begged Governor Lehman to run again, the price he exacted was his own choice of running-mate for Lieutenant-Governor. He chose his former legal counsel, appointee to the State Supreme Court bench and well-loved protégé, Charles Poletti, 35. Har-



POLETTI

vardman Poletti is a Protestant; the present Lieutenant Governor who was ditched in his favor is a Catholic. Last week Catholics were howling vengeance. And so loud grew the rumor that Governor Lehman if re-elected intended to resign immediately, thereby making Poletti governor, that the Governor was forced to deny it publicly, promise to serve the full four years.

Liquor Professor. America was so heartily glad to get rid of the Eighteenth Amendment that for five



STURGES

years scarcely a peep has been heard from any Prohibitionist quarter. But lately there has been growing talk of Temperance and on Oct. 3 the American Association for the Advancement of Science set up a research committee to gather all the known scientific facts about alcohol and its effects. With all signs pointing to a resurgence of the "Liquor Problem," the Distilled Spirits Institute, trade association of the liquor industry, made haste to appoint a new director. The last head of the Institute was W. Forbes Morgan who died in 1937. Mr. Morgan's successor, Dr. Wesley Sturges, is a law professor at Yale. His job will be to police the liquor industry, be its front man.

Man Who Made Popeye.

In 1929, in a mediocre comic strip called *Thimble Theater*, this conversation occurred: "Hey there! Are you a sailor?" " 'Ja think I'm a cowboy?" Thus Popeye the Sailor walked onto the American scene. His creator was Elzie Crisler Segar, a young man from Chester, Ill., who learned to draw by taking a correspondence course. Popeye's terrible temper, his appetite for battle, his ability to take the most savage beatings and his love for spinach soon made him a hit. He carried to fame a whole cast of characters: Olive Oyl, Blizzard (a chicken whom Mr. Segar, to his readers' horror, eventually fricasseed) and J. Wellington Wimpy. With Popeye syndicated in 628 papers, more than any other comic, and a movie star to boot, Elzie Crisler Segar was often asked to pose with Popeye's cap and pipe. Last week Segar died, aged 44. Popeye will live on, drawn by an artist whom Segar approved.



SEGAR

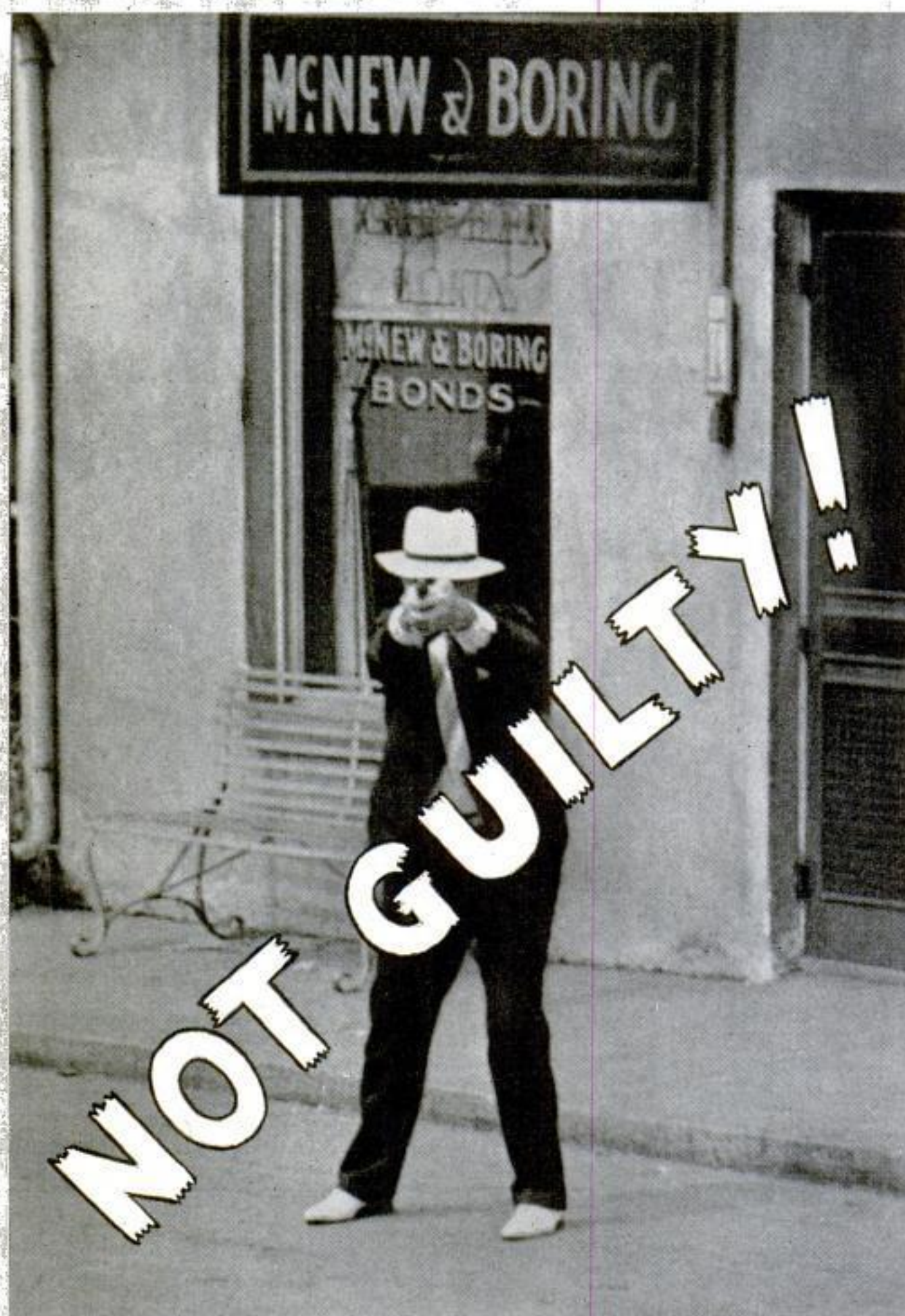
PICTURE OF THE WEEK

A few Englishmen cleared their heads of politics by climbing Switzerland's 13,000-ft. Piz Bernina, making the beautiful picture shown on the opposite page. With experienced guides, they made it in eight hours—a hard, exacting climb above the pass into Italy.



ENGLISHMEN CLIMB UP A SWISS VIEW

KNOXVILLE POLITICIAN ACQUITTED OF TRYING TO SHOOT CAMERAMAN



On June 25, Ed McNew, Knoxville, Tenn., politician, fired four shots at a Knoxville Journal photographer, Howard Jones, who was taking his picture. No shot hit Jones, who got the remarkable picture printed in LIFE, July 11. Arrested, McNew came to court on a stretcher, wept copiously, put on a great show, declared the sight of Jones' camera caused a "mental explosion." On Oct. 8, a jury acquitted McNew of attempted murder. Angriily, the Journal reprinted its famous picture as above and Ernest Burt's cartoon (below). Still pending against McNew are charges of carrying a pistol, drunken driving, and conspiracy to fix court cases.



AMERICA'S JEWS ASK PRESIDENT TO HELP EUROPE'S JEWS IN PALESTINE



Fear that the riotous situation in Palestine (*see p. 43*) may lead Britain to end Jewish immigration there alarmed U. S. Jews. In one of his rare appearances outside of the Supreme Court, Justice Louis D. Brandeis, 82, America's most venerated liberal, spent an hour in the White House with the President. Other eminent Jews (*below*) converged on Secretary of State Hull, who promptly told Ambassador Kennedy to talk to his good friend, Prime Minister Chamberlain. Under the Anglo-American Mandate Convention of 1924, the U. S. has good legal right to see that American Jews are protected in Palestine but no control over immigration policy.



LUTHERANS MARK AN OLD RELIGIOUS WAR AS NAZIS BRING ON A NEW ONE



In 1517 an Augustinian Friar named Martin Luther posted 95 Theses on the church door at Wittenberg, Germany. Long years of war between Protestants and Catholics followed. On Oct. 5 in peaceful Baltimore delegates representing 1,500,000 U. S. followers of Luther met in biennial convention, saw Luther's epochal act repeated in a pageant (above). Meanwhile in Germany religious violence flared once again. Nazis, whose religion is the State, fought Catholics in the streets, sacked Cardinal In-nitzer's Vienna home, injuring him. Though the Cardinal backed Hitler in the *Anschluss* (below), he is now threatened with prison by Nazi mobs.



TWO ENGLISH ACTORS BRING NEW BRILLIANCE TO BROADWAY THEATER



On Oct. 10, *Oscar Wilde*, a biographical play, opened on Broadway and critics lavished adjectives on British Actor Robert Morley who played Wilde (above). Two nights later critics heaped praise on another English actor, Maurice Evans, for his five-hour-long performance of *Hamlet*. New York already knew Evans (below, with Katherine Locke) for his historic Richard II. But Morley, whose first American appearance was in the movie *Marie Antoinette*, was new to Broadway. In *Oscar Wilde* his performance reaches its height when Wilde, accused of immorality, tries to match his great wit against the attacks of a vindictive prosecutor.



THE CZECHS ABDICATE

Page 22



EXHAUSTED CZECH STATION OFFICIAL GETS LAST TRUCK OUT OF SUDETENLAND



IN PAUSE BETWEEN REGIMES, JEWISH STORE SHUTS UP



FIRST NAZI UNIFORM TAKES SALUTES FROM TWO NEW GERMANS



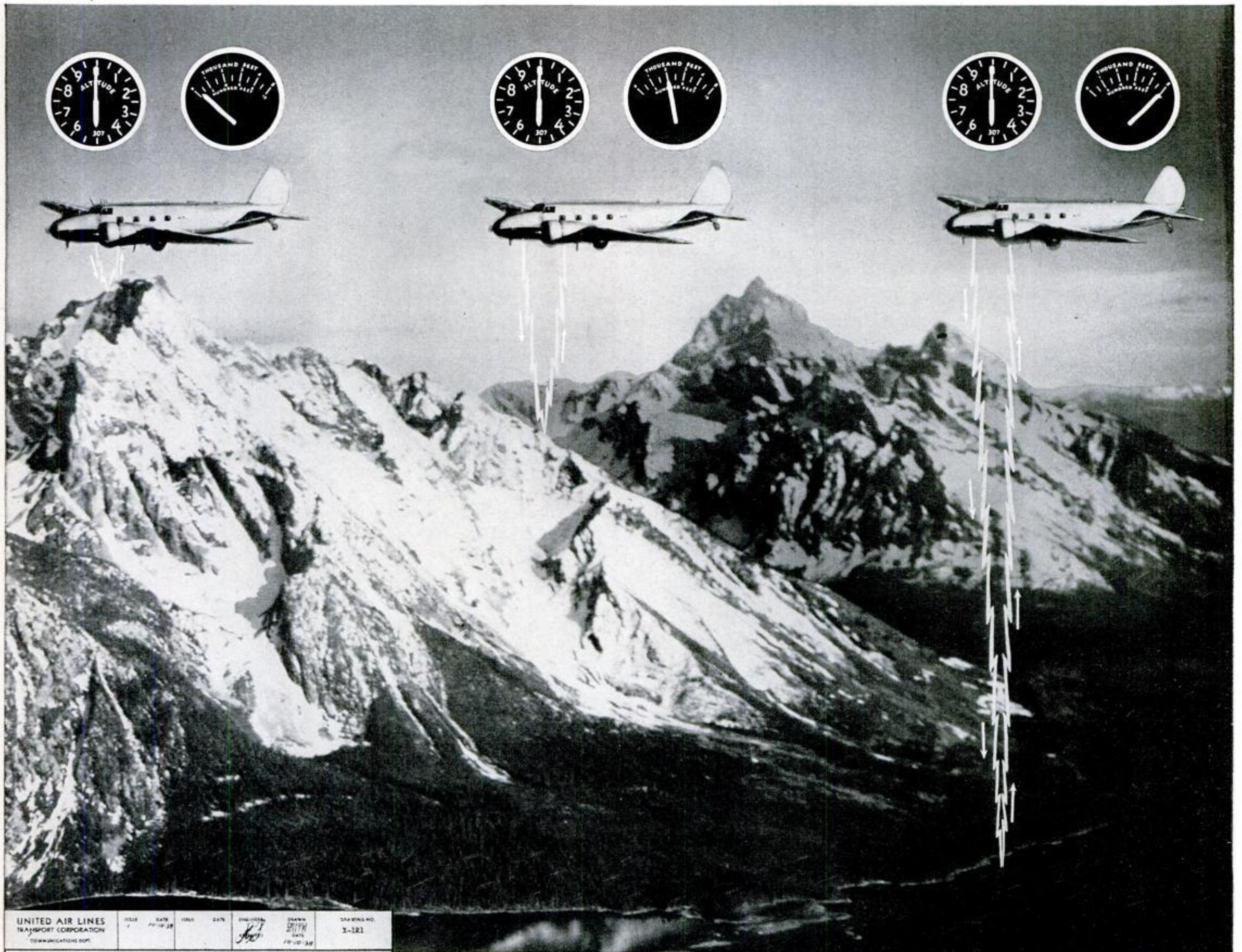
CLASSIC BALLET MAKES HIT IN ROWDY CAN-CAN DANCE

First number on the opening program of the Monte Carlo Ballet Russe de Monte Carlo at the Metropolitan Opera House in New York, Oct. 12, was a sentimental old number called *Giselle* (above), full of sedate arabesques and pirouettes. The most fashionable audience in years, whose attendance was high tribute to ballet's growing popularity in the U. S., enjoyed it politely.

The next number all but laid the audience in the aisles. It was called *Gaité Parisienne* and had a wow climax in which the usually classic chorus broke into the naughtiest dance of the 19th Century, the rowdy can-can (left and below). There was great display of big black garters, female leg. The audience shouted approval. At following performances, the box office turned ticket buyers away. The Ballet will tour the U. S. until April, bringing to the country this year not only culture but also the can-can.



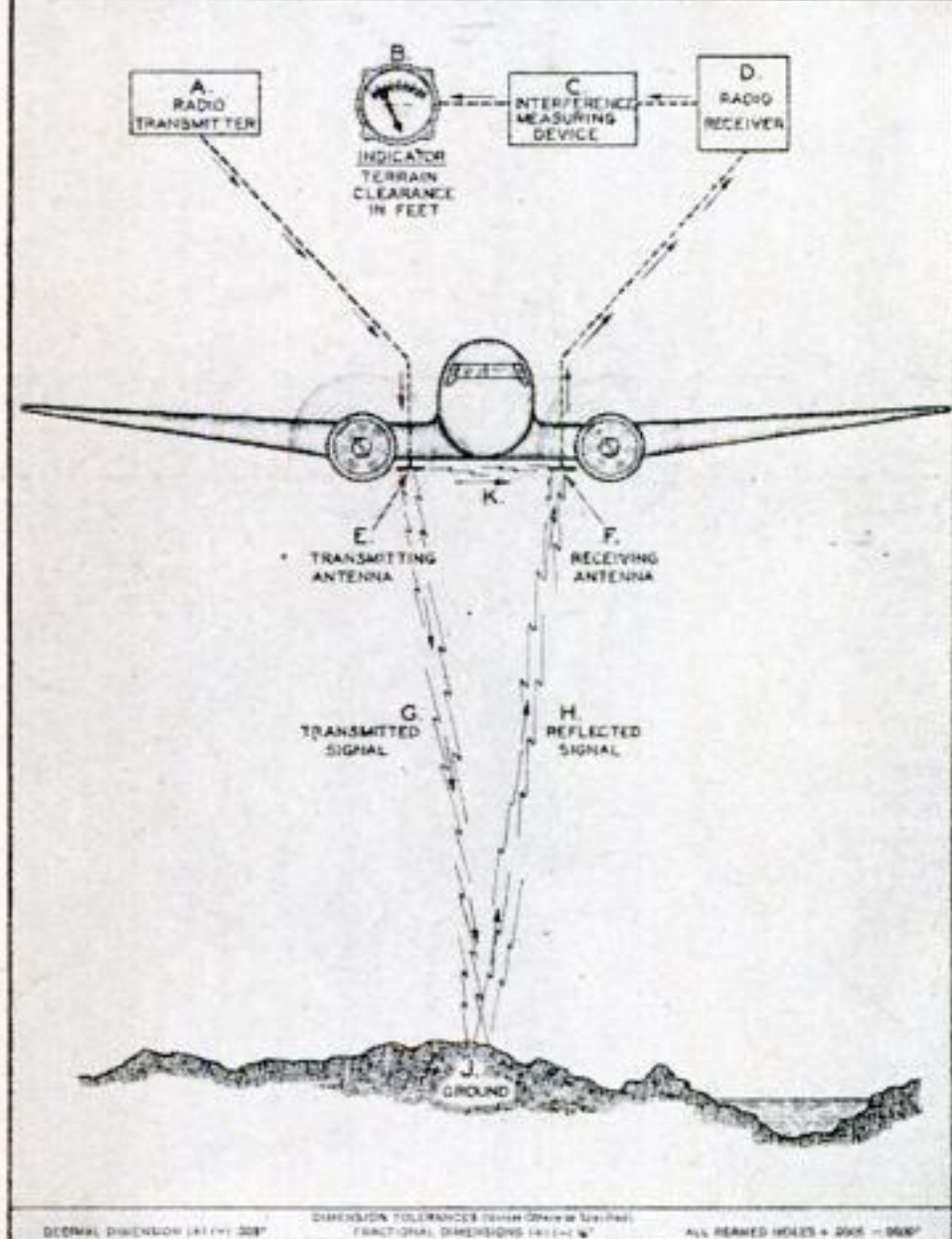
ABSOLUTE ALTIMETER GIVES AIR TRANSPORT NEW AID TO SAFE FLYING



UNITED AIR LINES
TRANSPORT CORPORATION
COMMUNICATIONS DEPT.

DATE: 10-10-38
DRAWN BY: J. W. H. 10-10-38
CHECKED BY: J. W. H. 10-10-38
DRAWING NO. 1-121

PHOTO-DIAGRAM SHOWS HOW PRESENT ALTIMETER AND NEW ABSOLUTE ALTIMETER RECORD HEIGHT



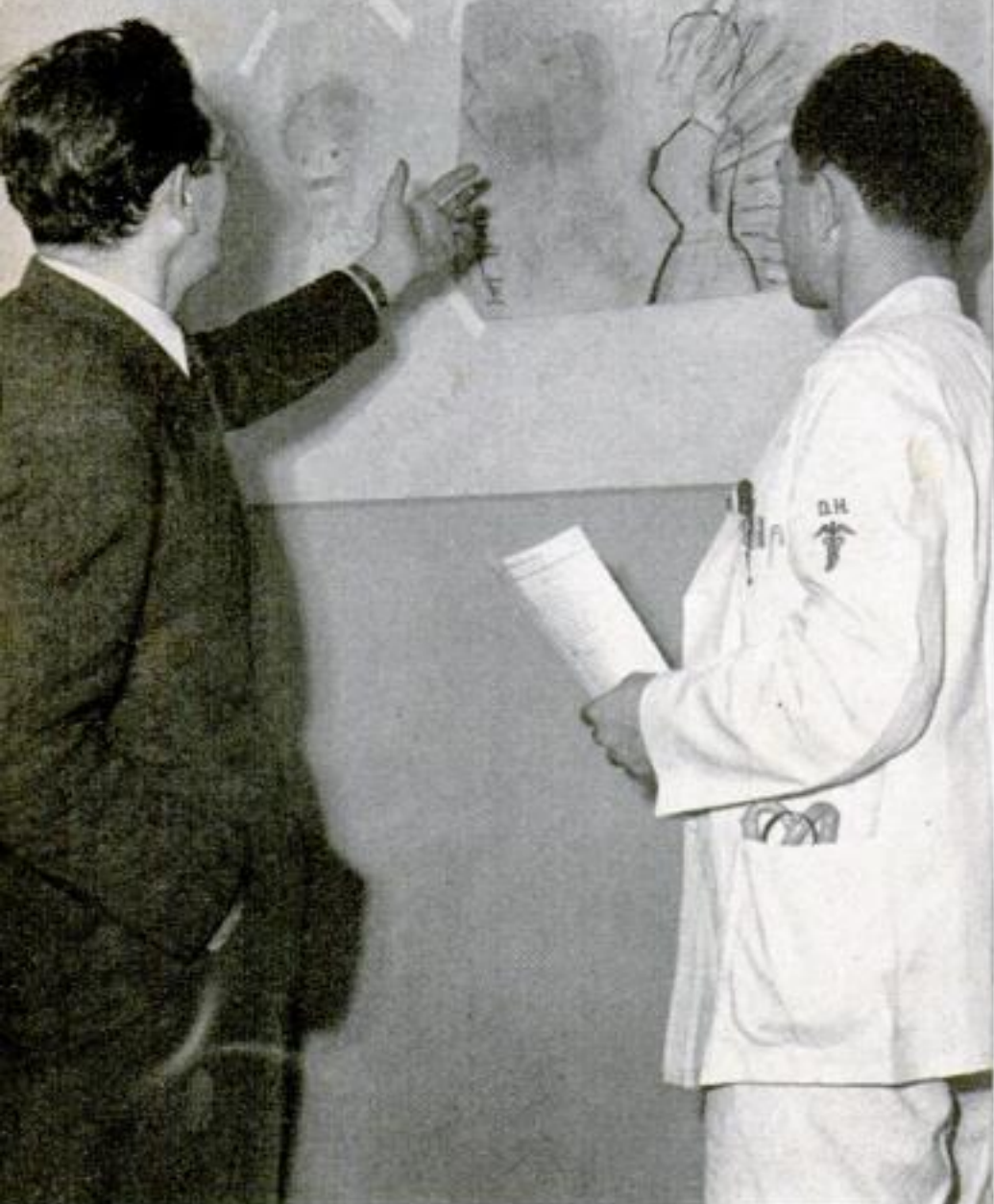
How the altimeter works: from antenna E, radio signal (G) is sent to ground, bounces back, as H, to F. Same signal (K) also goes directly from E to F, arriving before H. Disparity in arrival time sets up interference in D, which is measured in C, recorded as feet-above-ground on dial B.

Almost half the fatal U. S. air-transport crashes of the past five years have been caused by a pilot's crashing his plane into a mountain he did not know loomed ahead. On Oct. 9, the white-tailed Boeing 247 which United Air Lines uses as a flying laboratory flew over New York demonstrating a device which will largely remove this crash danger. It is an absolute altimeter. It tells the pilot exactly how far above ground he is. Developed by Western Electric with United's help, it is one of the most important instruments yet invented as an aid to safe aviation.

Present barometric altimeters tell a pilot how far above sea level he is. When he is flying on course, over familiar terrain, he easily translates sea-level height into actual above-ground height. Off course, over unknown terrain, the translation is difficult. The new altimeter gives him height above any terrain, enables him to lift over any obstruction. It works by determining the time it takes for a radio wave to go from plane to ground and back again: the greater the time elapsed, the greater distance from the ground. The photo-diagram above shows how the new and old altimeters register as the plane flies over mountainous terrain. In it, it is assumed that land at base of mountains represents sea level.



The absolute altimeter (right) is shown with standard sea-level altimeter. It registers height up to 5,000 ft. above ground, which is all that is necessary. It weighs 50 lb., must be made considerably lighter before regular production. Airline installation will probably begin within a year.



Art and medicine consult at Bellevue. A Federal Art Project teacher explains to a psychiatrist what the patient was trying to put down in his drawing.

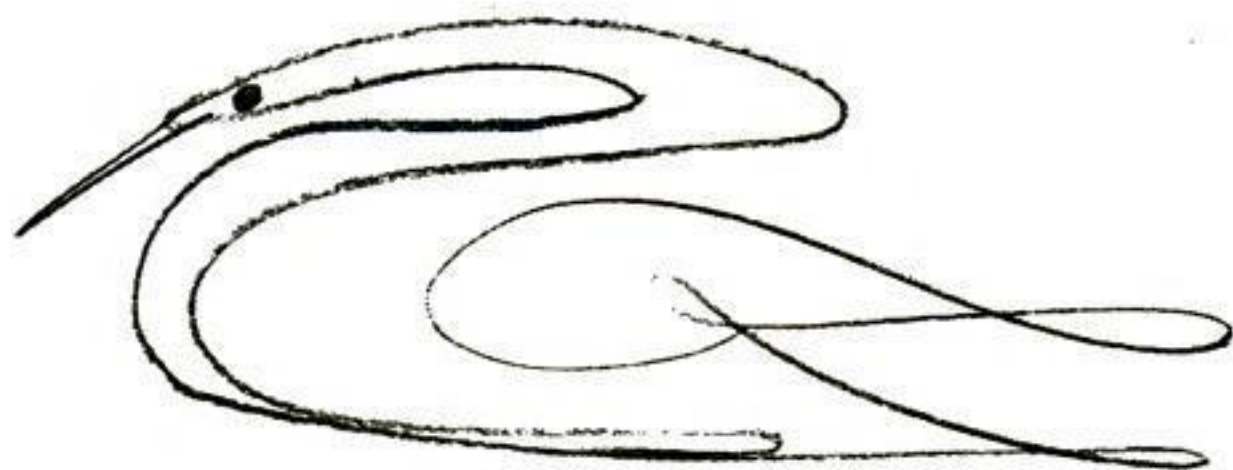


In non-violent wards, painting is done in groups, as it is in any orthodox art school. Here well-integrated work is often turned out. It reveals fewer mental conflicts but helps to heal broken minds.



Dancing class supplements the art class. Music Project pianists play while patients dance with nurses. Dancing is good for patients. Some of them reveal amazing rhythm and grace.

U. S. GOVERNMENT AND BELLEVUE HOSPITAL EXHIBIT ART OF INSANE PATIENTS



A graceful swan was drawn by a manic depressive in an elated period. Happy and confident, the artist drew most of it in one long uninterrupted stroke. Sane artists envy its fluid simplicity.



BELLEVUE'S BOWMAN

When a show of surrealist or abstract or some such modern art opens in New York, there usually follows a dispute as to whether the artists are lunatics. Over a WPA show which opens in New York City, Oct. 24, no such arguments will rage. The paintings in the show will be admittedly the work of disordered minds done by patients at the psychiatric division of Bellevue Hospital. There for the past three years, the U. S. Government's Federal Art Project, aided by the hospital's chief psychiatrist, Dr. Karl M. Bowman, has been giving the insane an opportunity to paint.

The art classes have more medical than artistic point, although some of the work produced, like the swan at left and the neurotic's portrait opposite, shows decided talent. Main purposes are 1) to help cure the patients by encouraging them to express and relieve themselves; 2) to give the psychiatrists more data on the patients' trouble. The paintings opposite reveal mental conflicts.

Patients like to paint. When they first enter the violent wards, they are jealous of their work, let no one see it. Gradually they grow less possessive but they always retain a huge vanity and a great sensitivity to criticism.



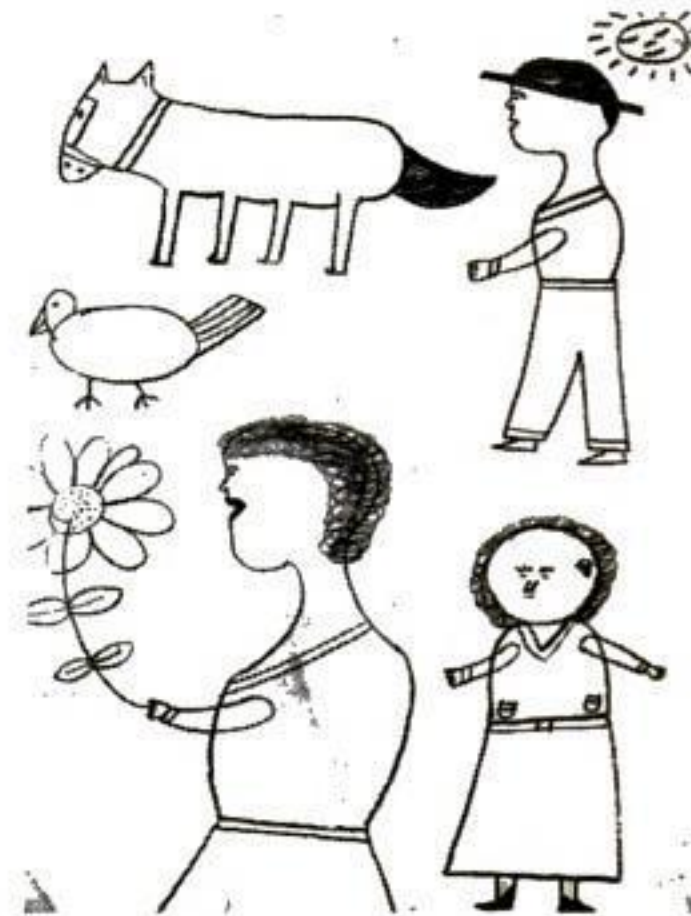
An advanced epileptic produced this shapeless, senseless and somewhat gruesome figure.



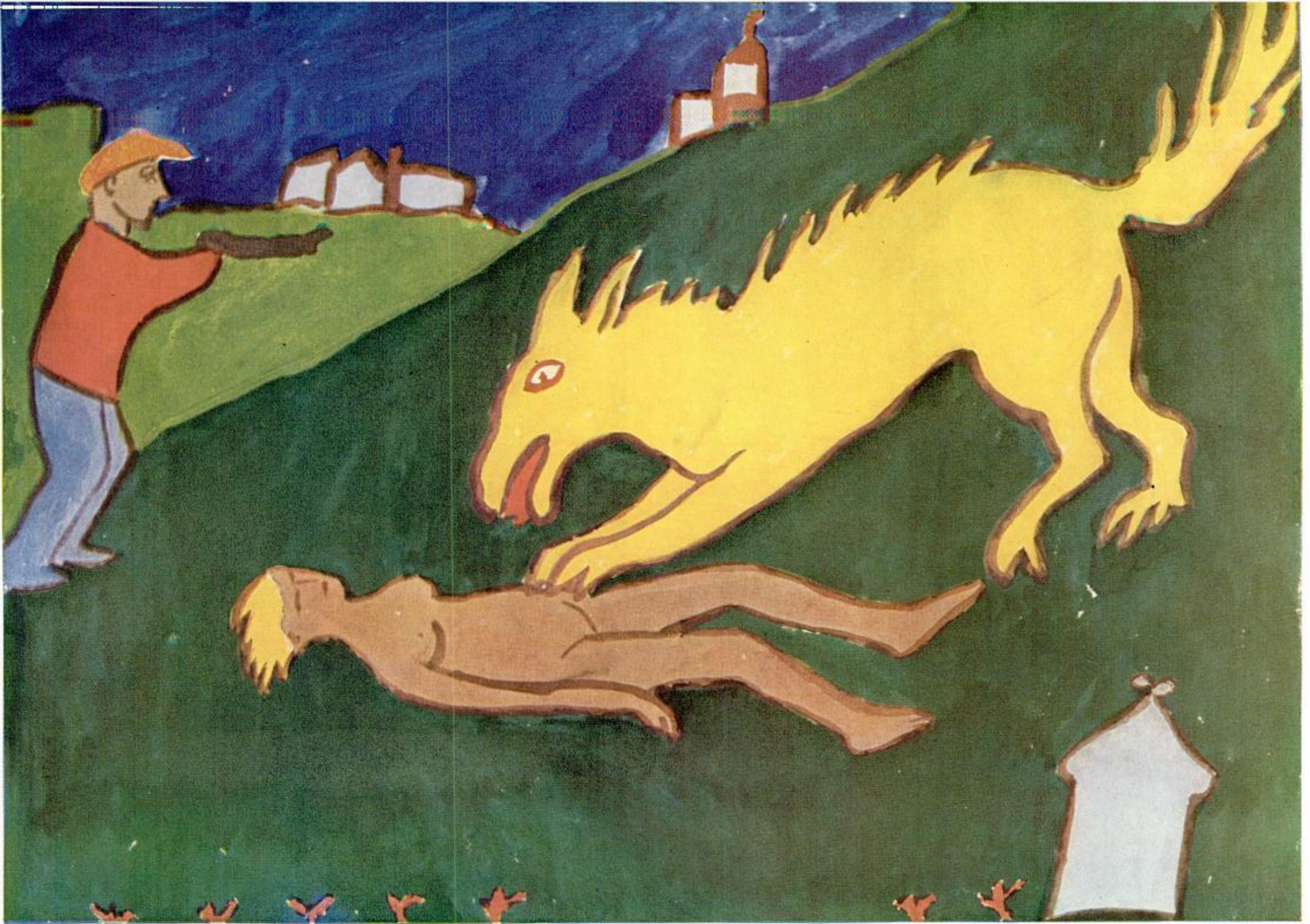
A chronic alcoholic drew this queer daub. Many tiny lines depict a drunkard's tremors.



"Monster" is the apt title which the schizophrenic artist conferred on this drawing.

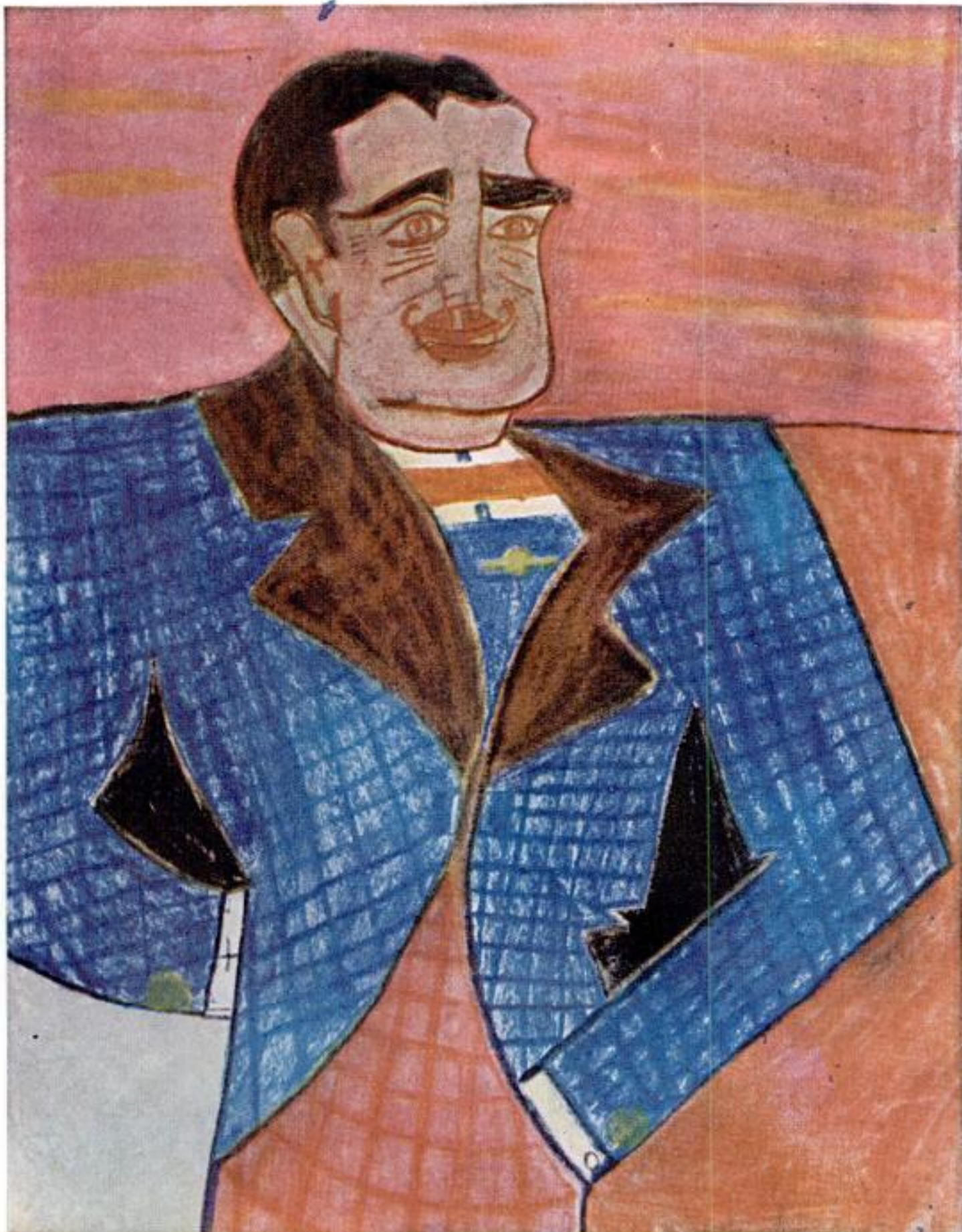


A mental defective, age 16 but with the mind of 4, turned out this childlike group.

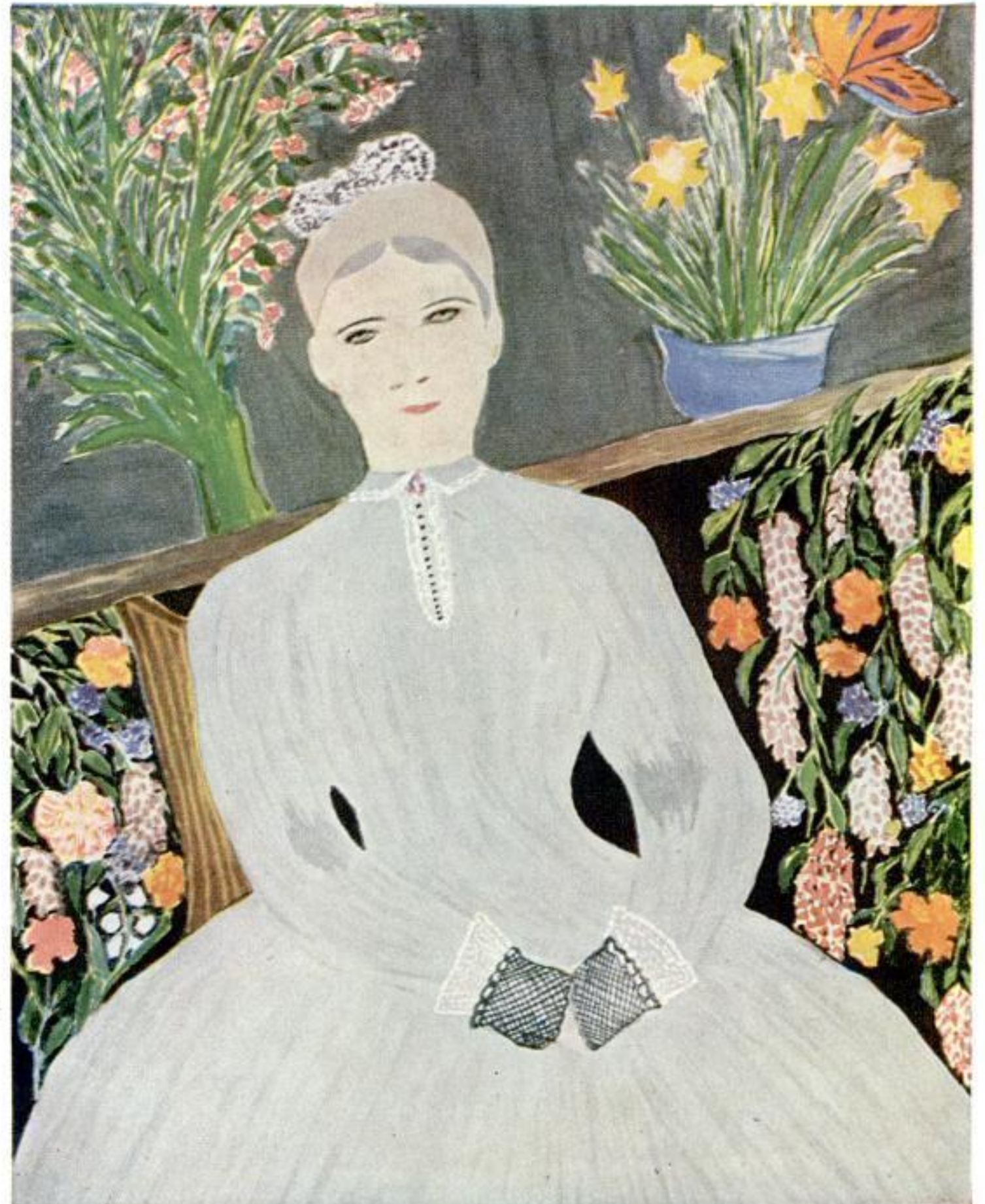


A schizophrenic, or split personality, drew this lurid water color which gave psychiatrists at Bellevue an amazingly clear picture of the artist's mental conflicts. Like most schizophrenics, her mind lived half in the real world and half in a fantastic world of her own imagining. She and her husband had separated and she felt, because of the separation,

that life was over for her. After much coaxing by her WPA art teacher, she explained the painting thus: she herself is the nude female; the yellow monster attacking her is "the man who broke up my home"; the figure at upper left is her husband carrying a gun—"but too late," she added; the odd-shaped box in the lower right corner is her own grave.



A manic depressive, one whose unbalance displays itself in alternate periods of deep gloom and exaggerated joy, drew this crayon self-portrait. Bright colored self-portraits, done during the patient's periods of elation, are frequent art expressions of manic depressives. This artist, a woman athlete, pictures herself as a handsome, strong-jawed male.



A neurotic, too unstable to cope with her troubles, threatened suicide and was sent to Bellevue where she painted this skilful portrait. A straightforward work, it shows no signs of deterioration of personality. In this particular case, however, the meticulously finished background revealed the artist's underlying but concealed sense of guilt and insecurity.

MOVIES



Jeanette MacDonald's red hair and green gown make a triumphant color for her first musical film in Technicolor produced by Metro-Goldwyn-Mayer. With color photography reaching a high state of perfection, studios are turning more and more to this costly medium.



Nelson Eddy's red coat flashes brilliantly across the screen in *Sweethearts*. Here he wears the braided uniform of a drum major as he sings at a studio broadcast with a marine band. In the film, there is a curtained background which is decorated with red hearts.



The "Wooden Shoe" number is the colorful opening of *Sweethearts*' play within a play. The scene is a Dutch village, with stars hovering over a tulip-banked windmill, and chorus girls doing a ring-around-a-rosy. On the bridge (left) stands Ray Bolger about to break into a tap

dance. It is in this musical that Jeanette MacDonald and Nelson Eddy have acted night after night for six years until they are weary of it, dream of Hollywood as an escape. Victor Herbert's original operetta *Sweethearts* opened Sept. 8, 1913, ran for 136 performances.

MUSICAL IN TECHNICOLOR:

Sweethearts

Jeanette MacDonald sings

Victor Herbert's operetta

Though Hollywood is currently specializing in screwball farces and sophisticated comedies, there is still a healthy demand for old-fashioned musicals with pretty girls, pastel settings and dreamy melodies. Most successful star in this field is Jeanette MacDonald, whose full-throated singing and pleasantly coy mannerisms are made for romantic operettas.

To her latest part in Victor Herbert's *Sweethearts* she comes with suitable training. At 12, she was teaching Sunday School in Philadelphia. Though, at 14, she was dancing in a movie-theater chorus, she retained the serious-minded outlook of her Scotch Presbyterian family. Eight years in Manhattan musicals prepared her for Hollywood, where she first appeared in *The Love Parade*. But she was never quite at home in sophisticated comedies, and not till the movie revival of Victor Herbert's *Naughty Marietta* did she attain top rating as a star.

Since then Jeanette MacDonald has triumphed in such simplehearted films as *Rose Marie*, *Maytime* and *The Firefly*. With Clark Gable in M-G-M's *San Francisco*, she reached her box-office peak as the choir girl who kept her purity on tough and bawdy Barbary Coast. *San Francisco* mingled piety, wickedness and a magnificent earthquake so effectively that it became one of the most profitable of modern films.

In international popularity contests Jeanette MacDonald ranks even higher than in the U. S. In Italy she is a top favorite. In France in 1933 she became the heroine of a sensational biography which she rushed to Paris to prove untrue, and in China she is considered America's greatest actress.



Words fly between Nelson Eddy and Jeanette MacDonald in *Sweethearts*. They play a theatrical couple who are married the night their play opens, quarrel six years later. Though the dialog is loaded with wisecracks by Famed Poetess Dorothy Parker, the plot has the frank romantic flavor of Herbert's pre-War operettas.



Nelson Eddy kisses Jeanette MacDonald to celebrate three anniversaries at once: 1) her birthday, 2) her marriage to Gene Raymond, 3) her start of a fifth film with Eddy.



In Honolulu Jeanette MacDonald is about to risk a ride on an outrigger canoe with No. 1 Beach Patrolman Louis ("Sally") Hale (left). In 1937 she honeymooned in Hawaii

with Raymond after a wedding costing \$25,000. All Hollywood attended ceremony, staged with trappings of a super-musical comedy, at which Eddy sang *I Love You Truly*.

HELLZAPOPPIN

Vaudeville returns—but with a screw loose

During the World War, Londoners flocked to a great pseudo-Oriental hodgepodge called *Chu Chin Chow*. Perhaps it is the world crisis that now sends New Yorkers flocking to a hodgepodge of slapstick called *Hellzapoppin*. Though practically every Broadway critic mauled it, within two weeks of its opening *Hellzapoppin* was established as the first real smash of the Broadway season.

Concocters of this crude, loud, funny and rowdy variety show are Ole Olsen and Chic Johnson, who for 25 years have convulsed small-town vaudeville and picture houses with antique gags and slapdash buffoonery. Supported by a score of other oldtime vaudevillians, they now make New York audiences laugh even louder.

One reason may be that people are tired of the slickness of modern musicals. Another is that vaudeville is now coming back. *Hellzapoppin*'s mirror dancers, trick bicycle rider, magician act, acrobatic hoofers and gagsters running riot through the aisles remind theatergoers happily of the old days when star vaudeville performers filled theaters every week with the classic antics of the "two-a-day."



HE RIDES ANYTHING ON WHEELS



THIS IS HIS SMALLEST ONE



THIS GROTESQUE DANCE ACT . . .



... IS CALLED "MATERNITY WARD"



THE HAWAIIAN DANCE ACT COMES OUT OF OLDTIME VAUDEVILLE INTO "HELLZAPOPPIN"



HE FINISHES THIS RIDE WITH LEGS UPRIGHT



HE CALLS HIMSELF "A LOOSE NUT ON WHEELS"



GIANT GEORGE MANN IS 6 FT., 8 IN. TALL



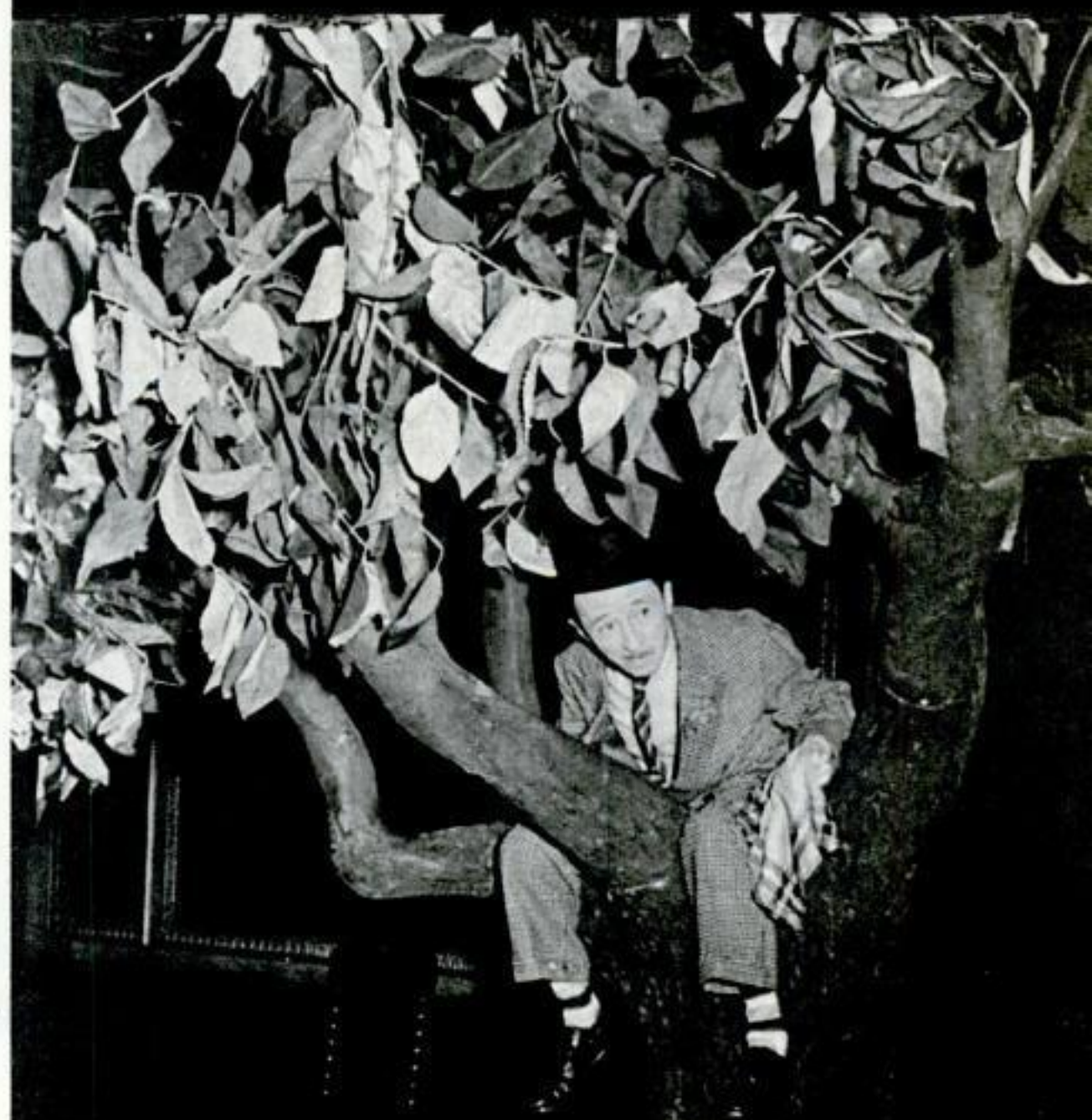
HE IS ROUGH ON 4 FT., 11 IN. DEWEY BARTO



"A PLANT FOR MRS. JONES" IS SMALL AT FIRST, BUT



... GROWS TILL IT'S A TREE IN THE LOBBY AT THE END



HELLZAPOPPIN (continued)



VAUDEVILLIAN HAL SHERMAN IS THE COMIC HOOFER



The escape artist promises to wiggle out of this strait jacket. Periodically, throughout the performance, he is seen wiggling on the stage floor (right). At the end, he is still wiggling in lobby.



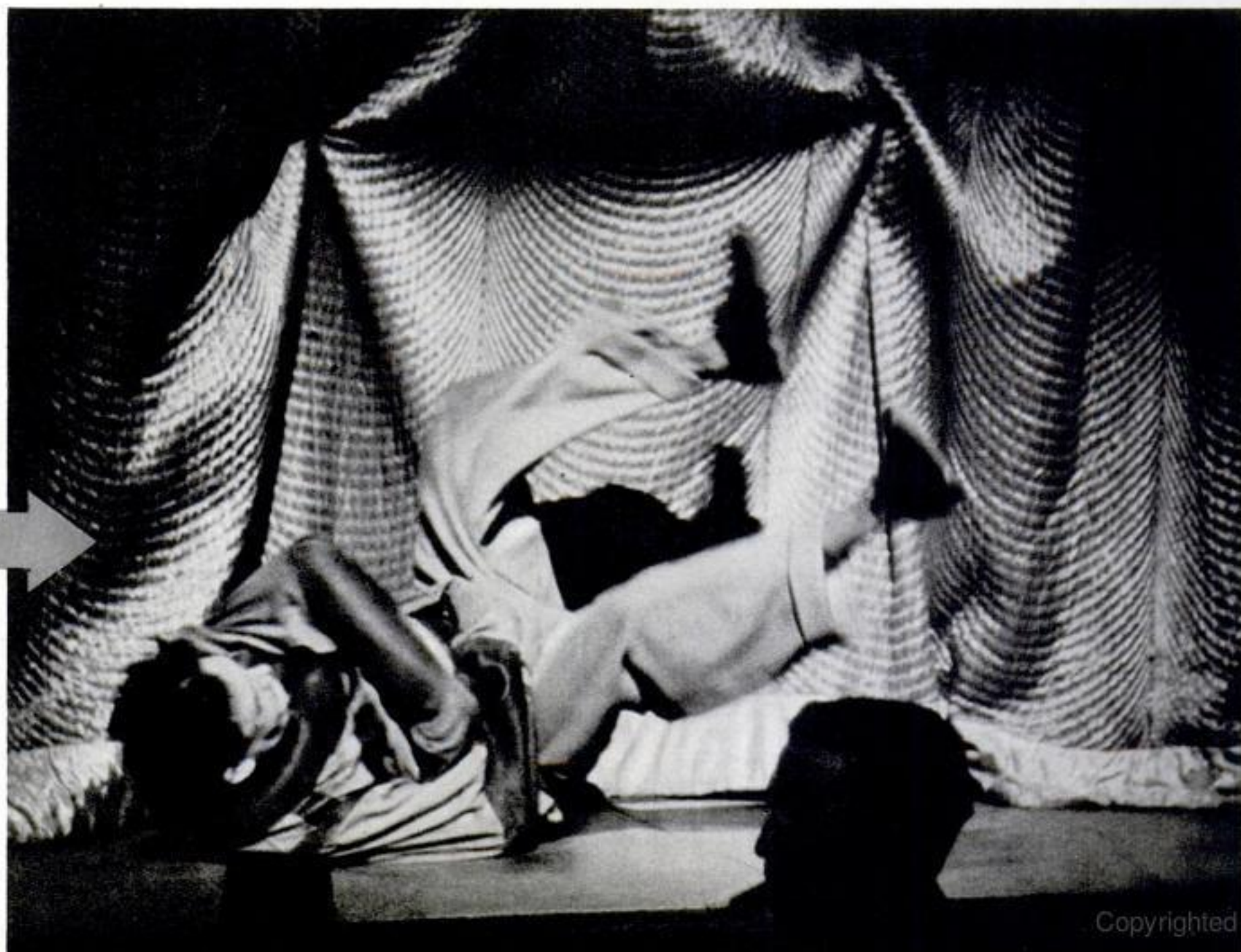
The burlesque Hitler skit shows Nazi chiefs who refuse to budge while statesmen hammer at their

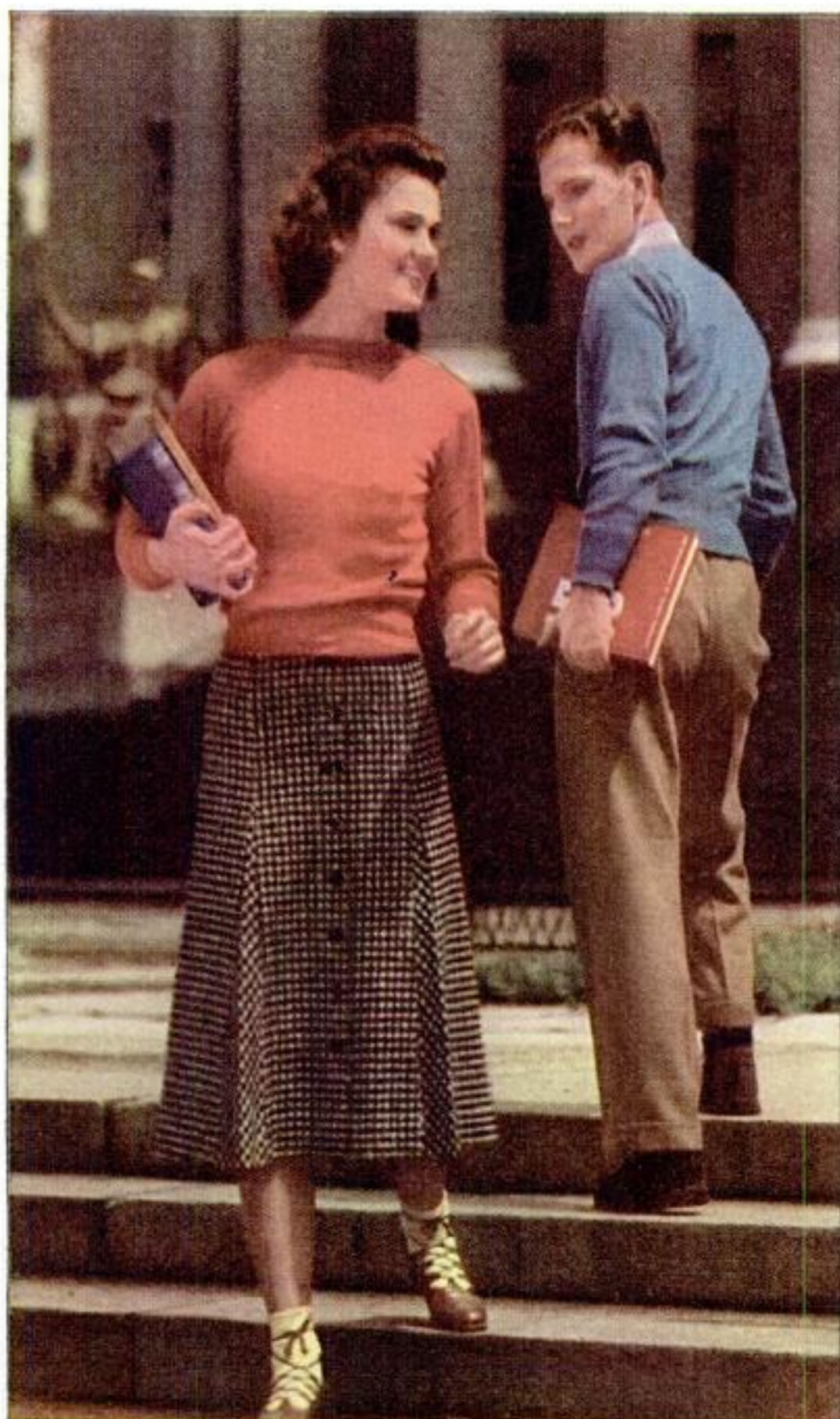
door. But when New York Racket Investigator Thomas E. Dewey enters, they fly out the window, drop through traps.



The murder blackout comes straight from burlesque. It gives Olsen and Johnson one of many chances to

crack pistols on the stage and in the audience. Gag line on finding brassiere on the male corpse: "Ah, water wings!"





Love story of a Bashful Boy



1 I wanted a date every time I passed Margie on the campus. But, she's the prettiest and most popular girl in school, and I never dared ask her. She's so lovely that every time she smiled at me, I got tongue-tied and couldn't say a word.

2 Finally I got a break. I was on a crowded bus when Margie got on. She didn't recognize me at first. But I jumped up like the seat was on fire, and offered her my place. "Oh, hello!" she said, smiling very sweetly, "Thank you!"

3 She fished around in her purse, and a package of Life Savers fell out. I picked it up and said: "I see you're a Life Saver fan, too!" She said: "Oh, yes, I've always been. Don't you love 'em? These Wint-O-Greens taste *extra* good!"



4 "They're refreshing, too," I added: "they make your mouth feel so clean and grand!" So that started us, munching Life Savers and talking so friendly-like, I forgot to be embarrassed. When she got off the bus, I got off, too.



5 "Do you live around here?" she asked. "No," I told her. "I'm just tagging along to get some more of those Life Savers. Besides, when you smile that way, I forget *where* I live!" "Then I promise not to smile at you any more!" she laughed.



6 But she broke her promise. And later she broke her date for the Junior Prom ... so she could go with me! Funny, isn't it, how a little thing like our both being so fond of Wint-O-Green Life Savers gave me my *big chance*!

LIFE SAVERS

Freshen the mouth and sweeten the breath after eating, smoking, or drinking
SOLD EVERYWHERE . . . 5¢



Insist on genuine Life Savers . . .
"If it hasn't a hole, it isn't a Life Saver"



Again Cadillac S

PRESENTING - *A COMPLETELY*

CADILLAC ANNOUNCEMENTS are invariably the outstanding events of each new automotive year. But there has never been a time when it was so important to visit a Cadillac showroom as it is today. The new Cadillacs and LaSalle, now on display, completely sum up all that the world knows of luxurious, personal transportation. They do more. Each presents innovations in every department of motoring which point the way to progress for the entire industry . . . and each is offered at a price which sets the value standard for its field.

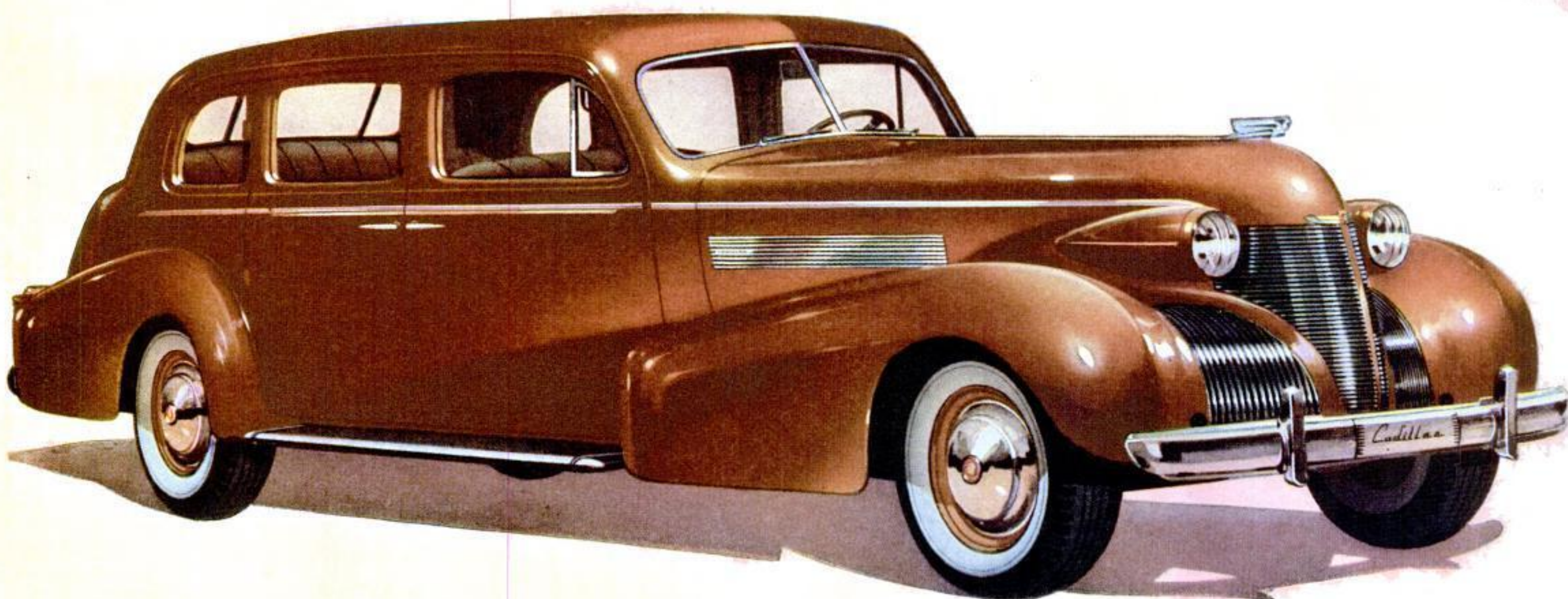
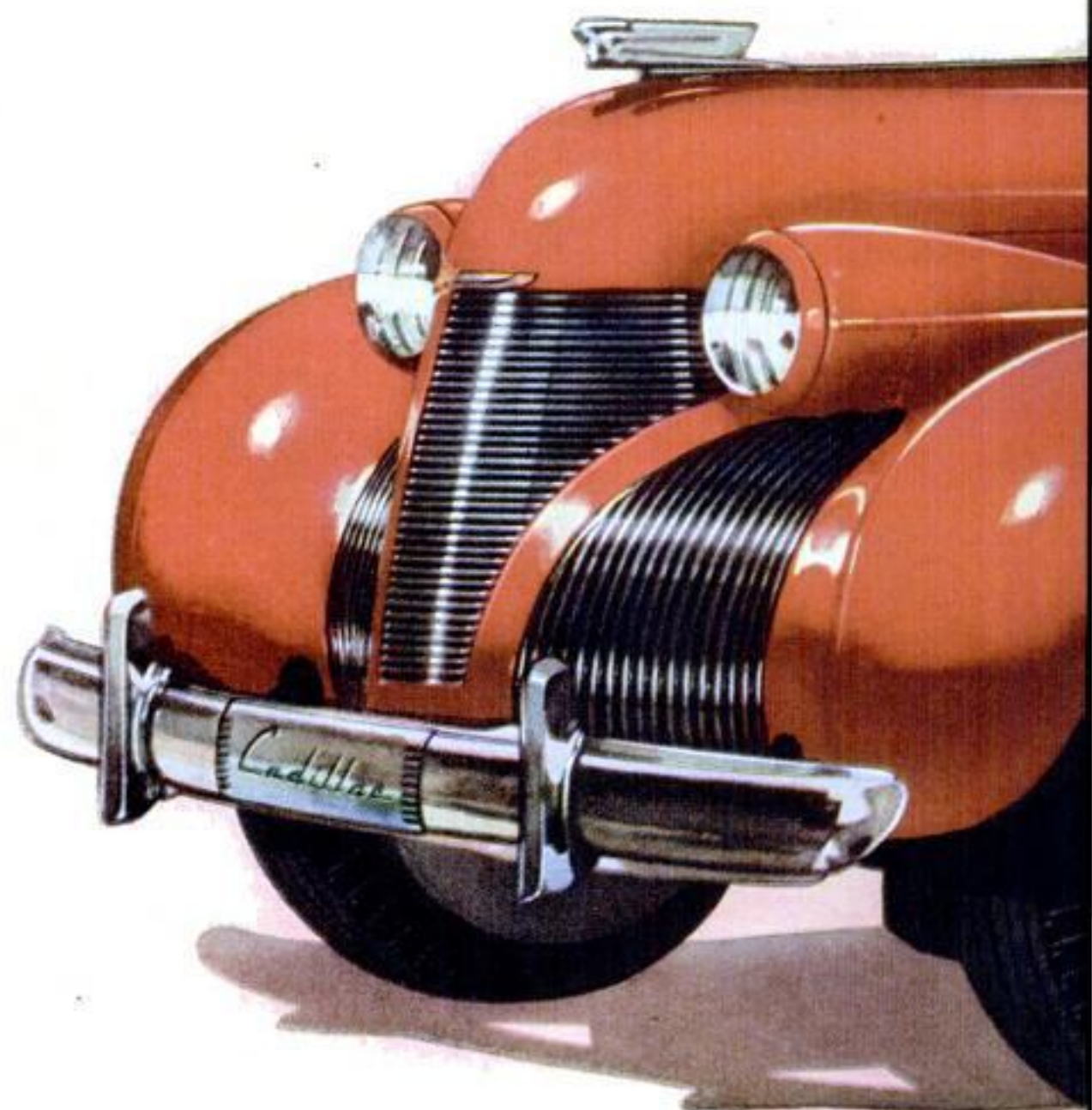
THE NEW LASALLE, for example, is *completely* new. Its brilliant new styling unites the best European practices with a wholly original new streamline treatment. The bodies represent an almost unbelievable advance in roominess, comfort, luxury, and safety. And the Cadillac V-8 engine, which powers the new LaSalle, is the smoothest, quietest and finest performing engine ever offered in a medium-priced car.

THE NEW CADILLAC SIXTY SPECIAL—the car which completely changed the trend of motor car design in 1938—and its companion car, the new Sixty-One—again have

no competitors in their field. Leadership has been maintained by adding to all phases of performance, and by a remarkable increase in the richness of appearance and appointments.

THE NEW CADILLAC-FLEETWOODS—the V-8 and the V-16—further enhance Cadillac's reputation as the greatest name in the fine-car field. Motorists who want unlimited luxury, comfort, safety, and performance will find that these splendid new Cadillacs, improved wherever an improvement could mean an authentic advance, completely fulfill their desires.

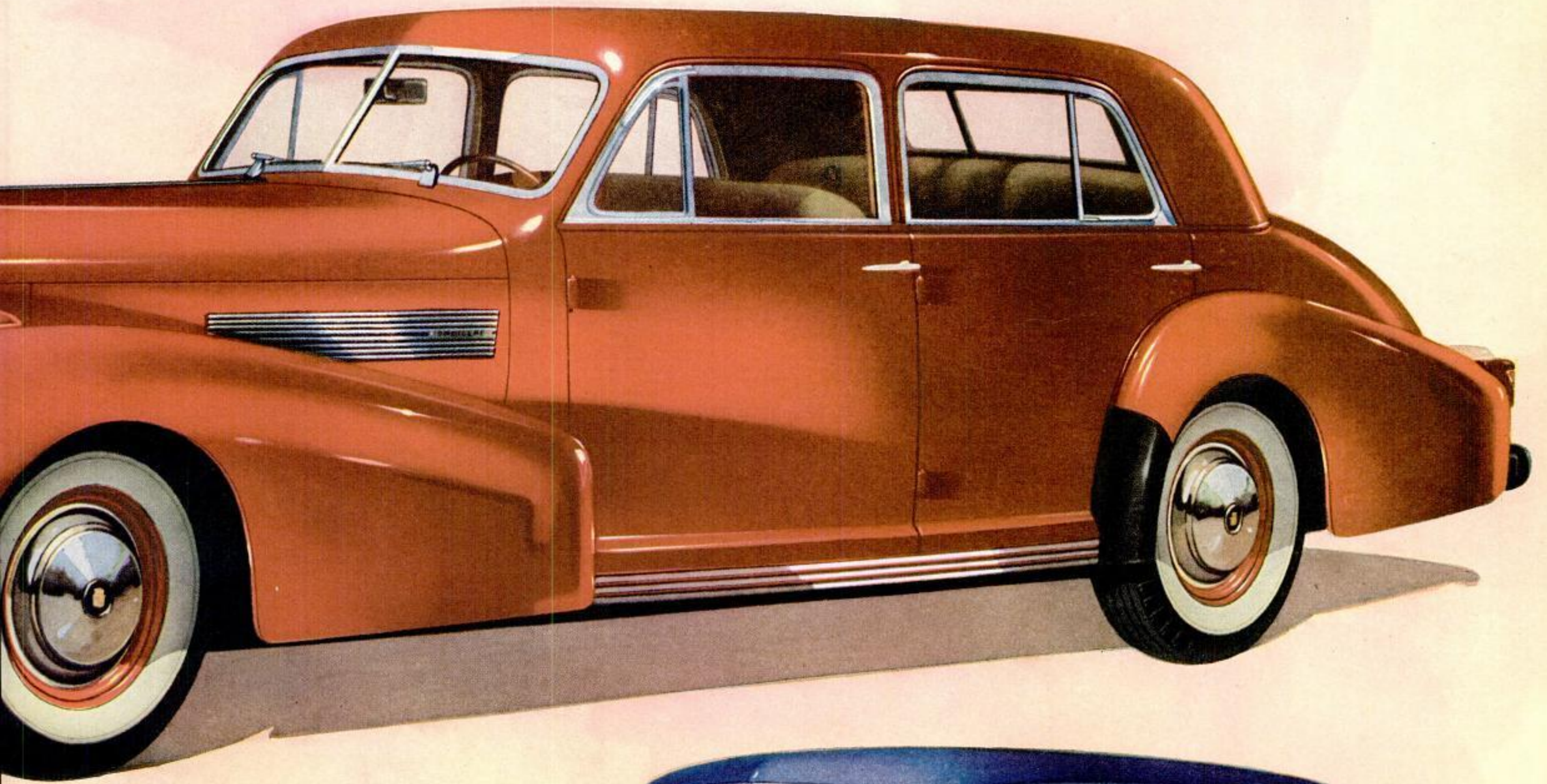
You are cordially invited to make the thorough inspection which these superb new cars deserve. Your dealer is holding Open House for that express purpose. Why not see him today?



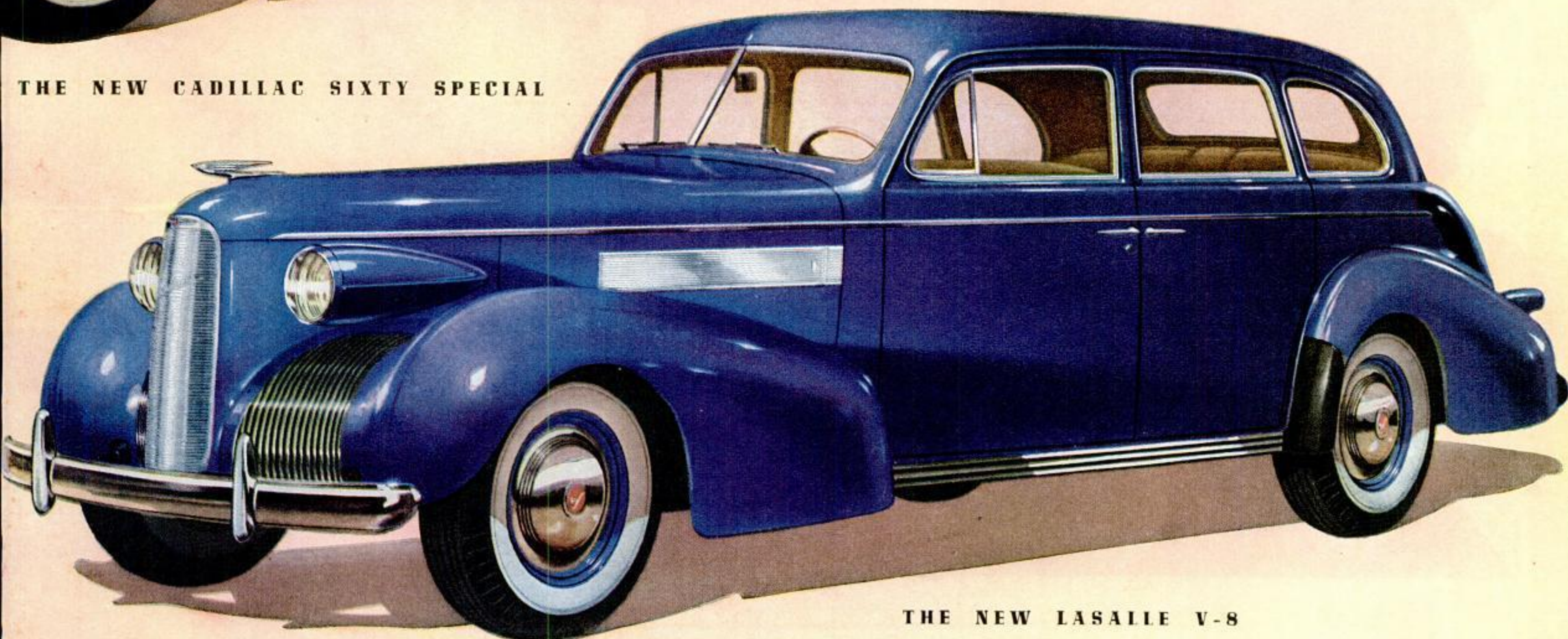
THE NEW CADILLAC-FLEETWOOD V-8

Shows the world!

NEW LASALLE • TWO NEW CADILLACS • AND TWO NEW CADILLAC-FLEETWOODS

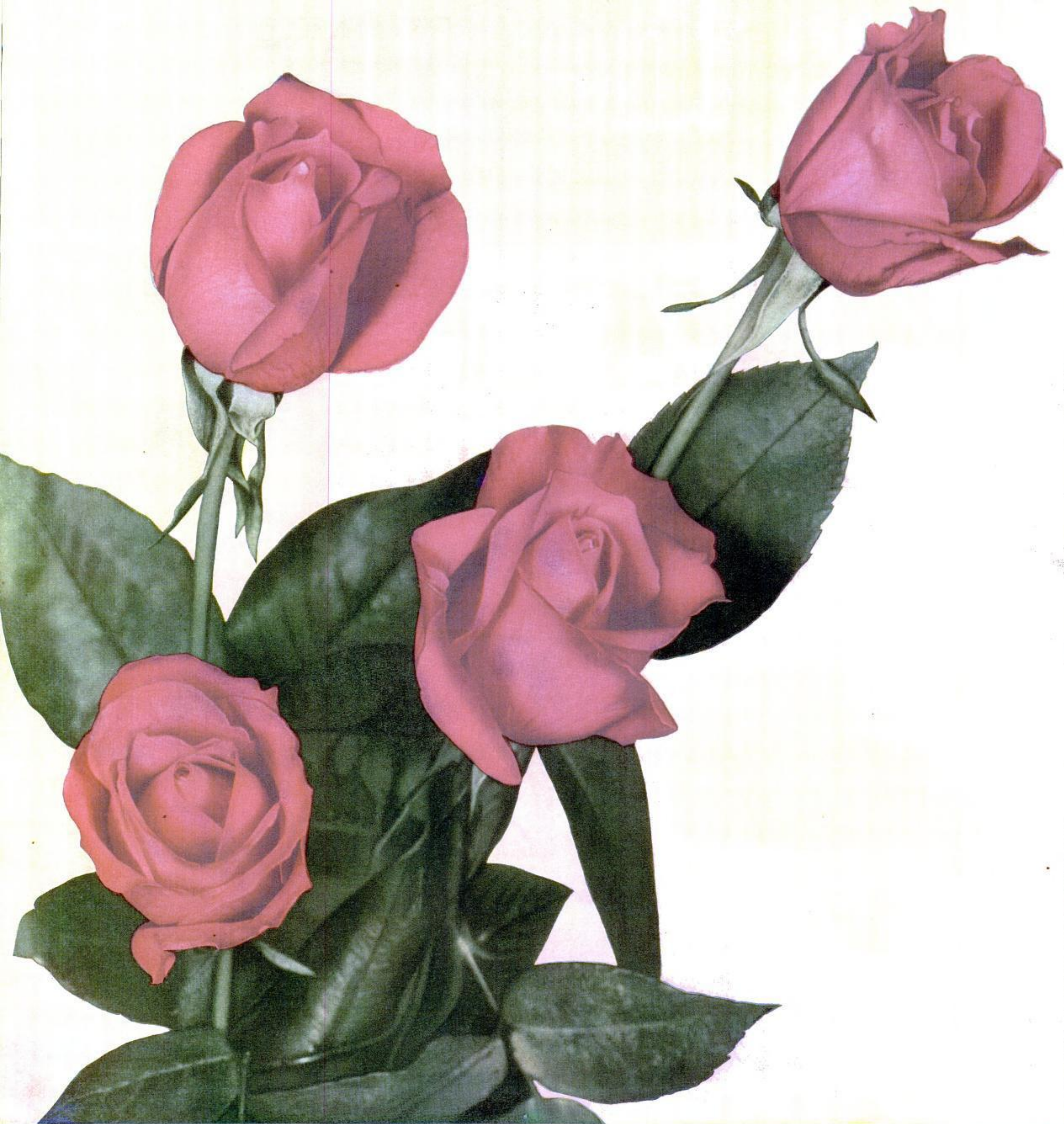


THE NEW CADILLAC SIXTY SPECIAL



THE NEW LASALLE V-8

A Truly Great Whiskey



Four Roses Whiskey achieves its matchless flavor in much the same way as the finest champagnes . . . coffees . . . and tobaccos. Like them, it is a superb blend—a blend of straight whiskies in which several selected whiskies are merged to make one truly great whiskey. Four Roses is 100% straight whiskies, 90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.



Sent to Egypt by Napoleon III, practically as an exile, young Diplomat Ferdinand de Lesseps (Tyrone Power)

gets his first glimpse of the desert, meets the hoyden who becomes his devoted admirer. Subsequently, after a thun-

derstorm, he gets his vision of a canal that will cut through the isthmus, make a short passage to the treasured Orient.



Most beautiful woman in Europe is Eugénie de Montijo (Loretta Young), who loves young de Lesseps, but marries Napoleon III to become the last ill-fated Empress of France.

MOVIE OF THE WEEK:

Suez

The screen dramatizes the dream of a great Frenchman

The vision of a lockless canal that would join the Mediterranean to the Red Sea and cut 10,000 miles off the route to India fired the imagination of a young French consul in Egypt in 1832. He labored twenty years to get Government permission. He labored five more to raise money. He traveled 70,000 miles to conquer the distrust, the obstacles, the fear, the rivalries that blocked his path. He was an old man before he saw his Queen decorate him for his labor.

Translated to the screen by 20th Century-Fox, the story of young Ferdinand de Lesseps becomes a swirling historical pageant, filled with great and glamorous figures of the 19th Century. As single-minded de Lesseps, Tyrone Power shunts back and forth from Paris to Egypt to London, pleads for his canal in the corrupt court of Napoleon III, toils for it in the scorching heat and devastating sandstorms of the Sahara Desert, fights Arab raiders, is rejected by British Lord Palmerston and supported by wily Benjamin Disraeli. For love interest, there is a beautiful queen and a loyal gamin of the desert.

CONTINUED ON NEXT PAGE



To Britain's Parliament the resourceful de Lesseps turns for help in building his canal. He hears conservative Lord

Palmerston warn that the big ditch will endanger Britain's supremacy in India. But shrewd, farsighted Disraeli ar-

gues that the increase in maritime transportation will bring Britain greater wealth, increase the power of the Empire.



Digging the canal through blazing desert proceeds against terrific obstacles. Afraid of antagonizing England, Napo-

leon III halts operations. Disguised as Arabs, Turks dynamite the banks, destroying months of backbreaking labor.

A screaming tornado whips across the desert, leaves death and havoc in its wake, nearly ends de Lesseps' great dream.



Victim of the sandstorm is de Lesseps' staunchest friend, the impish little French girl Toni who loved him in vain, in-

spired him to continue his ambitious work, died to save his life. He honors her with a military funeral, a gun sa-

lute at sunset as her casket is lowered into the sand. Now more than ever he feels that her spirit is giving him courage.



Reward for enterprise comes to de Lesseps, as it did in history, when Eugénie, now Empress of France, arrives in

Port Said to honor him. This scene is based on the opening of the canal, Nov. 17, 1869, when the French impe-

rial yacht, *L'Aigle*, led 68 vessels through the cut. Also to celebrate the event Verdi's opera *Aida* was first performed.

CONTINUED ON NEXT PAGE

HOW TO ENJOY WAITING FOR DINNER

C Pour Cinzano into a rickety glass. 

I Fill the glass about two-thirds. 

N Add a little ice. 

Z Cinzano is best at 32° or below. 

A Then add a twist of lemon peel. 

N Sip it slowly. 

O That's how Europe and South America enjoy Cinzano. 

CINZANO VERMOUTH

BEFORE MEALS



The superb aperitif... also makes better cocktails.

ITALIAN FROM ITALY
Alcohol 15.6% by volume

(Also Dry from France.
Alcohol 18% by volume.)



CINZANO

VERMOUTH

Canada Dry Ginger Ale, Inc.,
New York
Sole Distributor

Movie of the Week (continued)



The dreaded Sahara simoon strikes down on de Lesseps' construction camp, wrecks his equipment, kills his men, and al-

most obliterates his canal. Here he carries Toni (Annabella) to shelter against the sandstorm that tosses men about like toys.



Struck by a falling timber, de Lesseps is in danger of being blown away when Toni fights her way to him and lashes him

to a beam. She is blown away herself. After the storm, when wreckage is cleared, they find her crushed under a water tank.



The precious water tank, so essential in building the ditch through the desert, is tipped by the simoon. The struggle to

save it fails. A great gust topples it, one of the tanks bursts, showers the hapless canal diggers with a fatal hail of timber.



NEW DESOTO

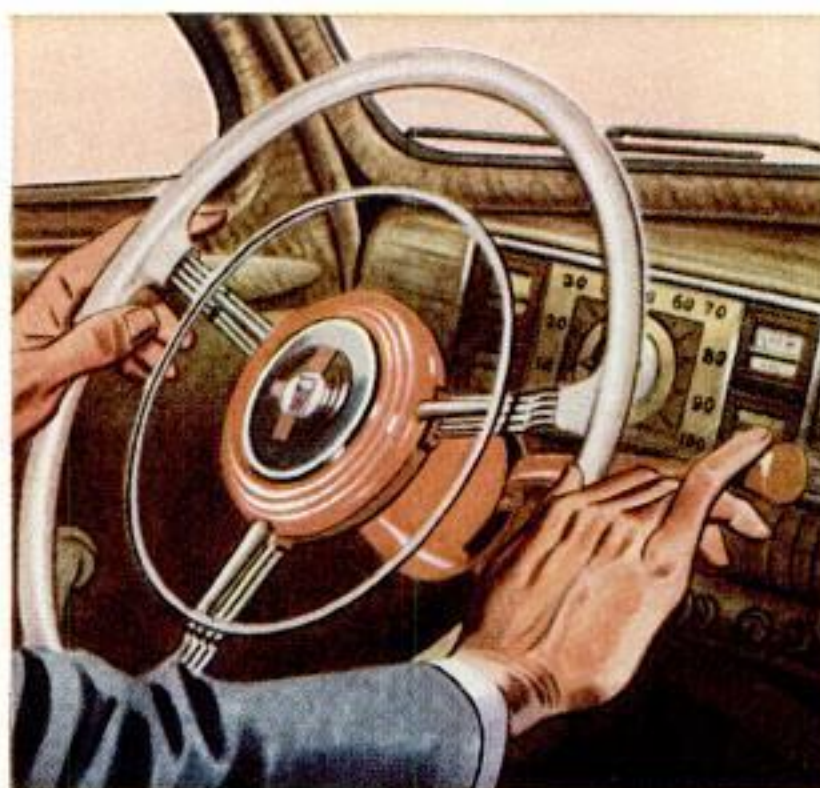
IS NOW ON DISPLAY...
TED HUSING TELLS THE STORY!

HUSING'S HIGHLIGHTS OF A GREAT NEW CAR

- ★ DeSoto's Handy-Shift—on the steering column—old "wobble stick" is gone.
- ★ Goodbye to "Trunk Bustles"—the Streamlined Luggage Locker is here!
- ★ Sofa-Wide Seats—front and rear—room for six big people!
- ★ 5 Speeds Forward!—with *Perfected Automatic Overdrive*—optional equipment on all models.
- ★ Full-View Windshield—higher, wider—with constant-speed wipers.



1 STREAMLINED STYLING is a fresh new note. Wide-range safety headlights flush in fenders. Most beautiful front-end you've ever seen on a motor car.



2 GEAR-SHIFTING IS EASY with DeSoto's Handy-Shift mounted on steering post. Safety-Signal Speedometer shows green, amber, red... warns you of your speed.



3 NO TRUNK BUSTLE! Here's DeSoto's new Streamlined Luggage Locker. Much bigger. 23 cubic feet of luggage space—but no bustle.



4 ROOM FOR SIX! De Soto's seats are as wide as a sofa! Room for 3 big people—front and rear. Plenty of leg room, head room.



5 NEW RIDE FORMULA! You enjoy a cradled ride. Rubber Float Body Mountings absorb vibration. Airplane-type Shock Absorbers smother bumps.



6 DE SOTO GIVES you BIG-CAR performance. Yet it's priced just above the lowest. See it at your De Soto dealer's! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

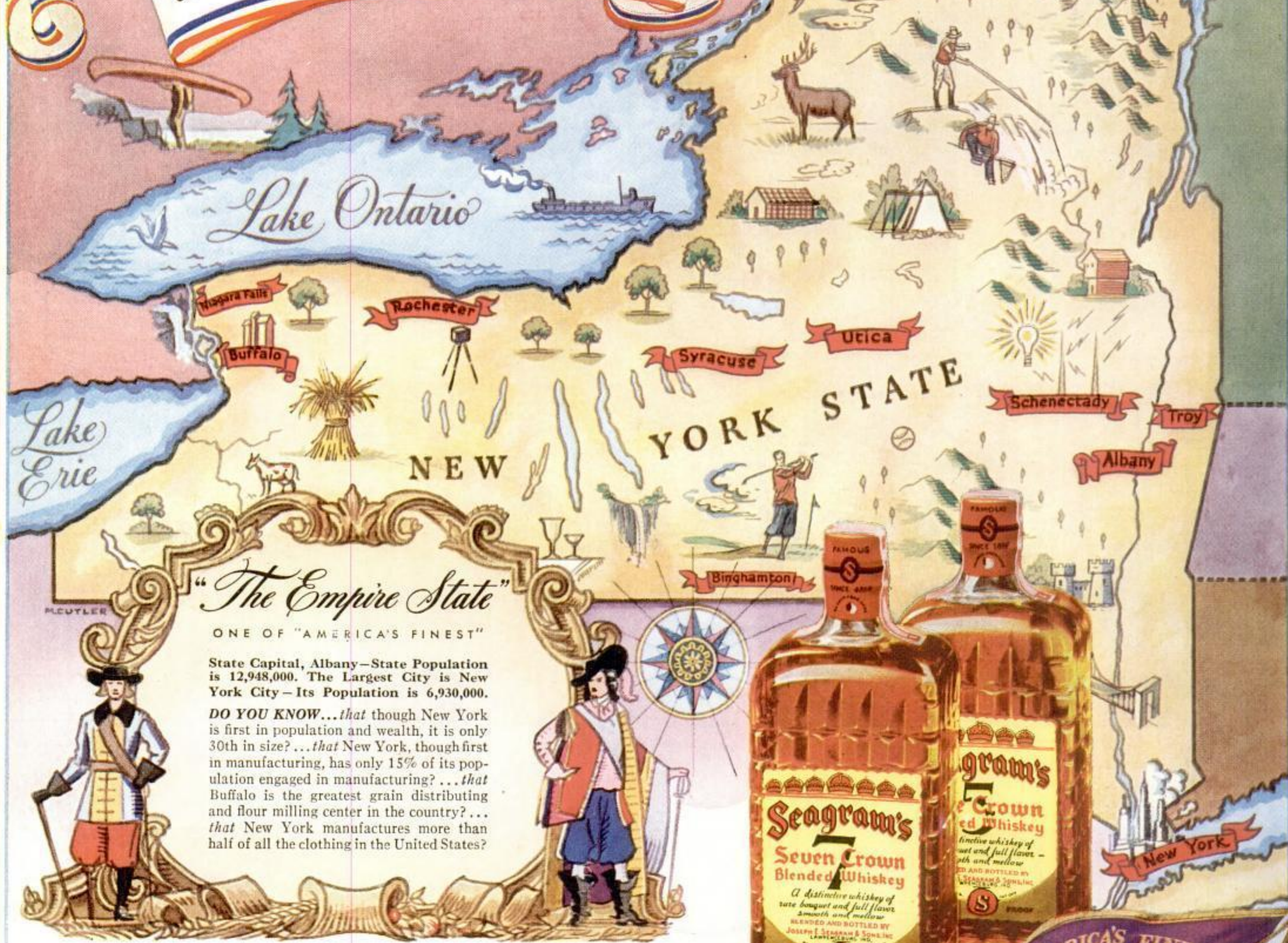
SEE YOUR
**DE SOTO
DEALER**
FOR A GREAT CAR... FINE
SERVICE & A SQUARE DEAL

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.



"AMERICA'S FINEST"

a Salute to New York



"The Empire State"

ONE OF "AMERICA'S FINEST"

State Capital, Albany—State Population is 12,948,000. The Largest City is New York City—Its Population is 6,930,000.

DO YOU KNOW......that though New York is first in population and wealth, it is only 30th in size? ...that New York, though first in manufacturing, has only 15% of its population engaged in manufacturing? ...that Buffalo is the greatest grain distributing and flour milling center in the country? ...that New York manufactures more than half of all the clothing in the United States?

Watch for other advertisements in this series saluting the 48 states—"America's Finest"

Do you know why Crowns are "America's Finest"?

Not merely because the House of Seagram has invested \$80,000,000 in great modern distilleries, air-conditioned warehouses, research laboratories and a priceless treasure of aging whiskies.

The real reason for that famous Crown taste is *craftsmanship*—a genius for blending fine whiskies that traces back to the days of Joseph E. Seagram in 1857.

Taste a hearty highball made with the richer 7 Crown—or a mellow Manhattan made with the milder 5 Crown—and your own good judgment will confirm Seagram's claim that Crowns are "America's Finest".

Copr. 1938, Seagram-Distillers Corp., New York



CROWNS TASTE BETTER—BECAUSE
THEY'RE MASTER BLENDED

90 PROOF

**Seagram's
Crown Whiskies**
"America's Finest"

Seagram's 5 Crown Blended Whiskey. 72 3/4% neutral spirits distilled from American grains. 90 PROOF. Seagram's 7 Crown Blended Whiskey. 60% neutral spirits distilled from American grains. 90 PROOF.

NAZARETH IN GALILEE



Where Jesus Lived

Jesus Christ spent his boyhood here in Nazareth, a crossroads town in northern Palestine where 5,000 Christians, 2,500 Moslems and 50 Jews now live. His home, near the town's only well, was off the right of the picture. The road at upper right is the one Jesus took to Capernaum on the Sea of Galilee

which lies beyond the first range of hills. The big building on the cypress-wooded hill in the background is a Franciscan monastery. On Mount Tabor (right, background) God called Christ His beloved Son. The far hills are Syria. In the lower left corner of the picture is the Scottish Presbyterian Hospital.

CONTINUED ON NEXT PAGE

THE RIVER JORDAN



The Jordan, where John the Baptist baptized Christ and Arab terrorists hide out today, is a semi-stagnant stream,

twisting endlessly between eroded limestone hills, dividing Palestine from the nomads' desert beyond (Transjordanian).

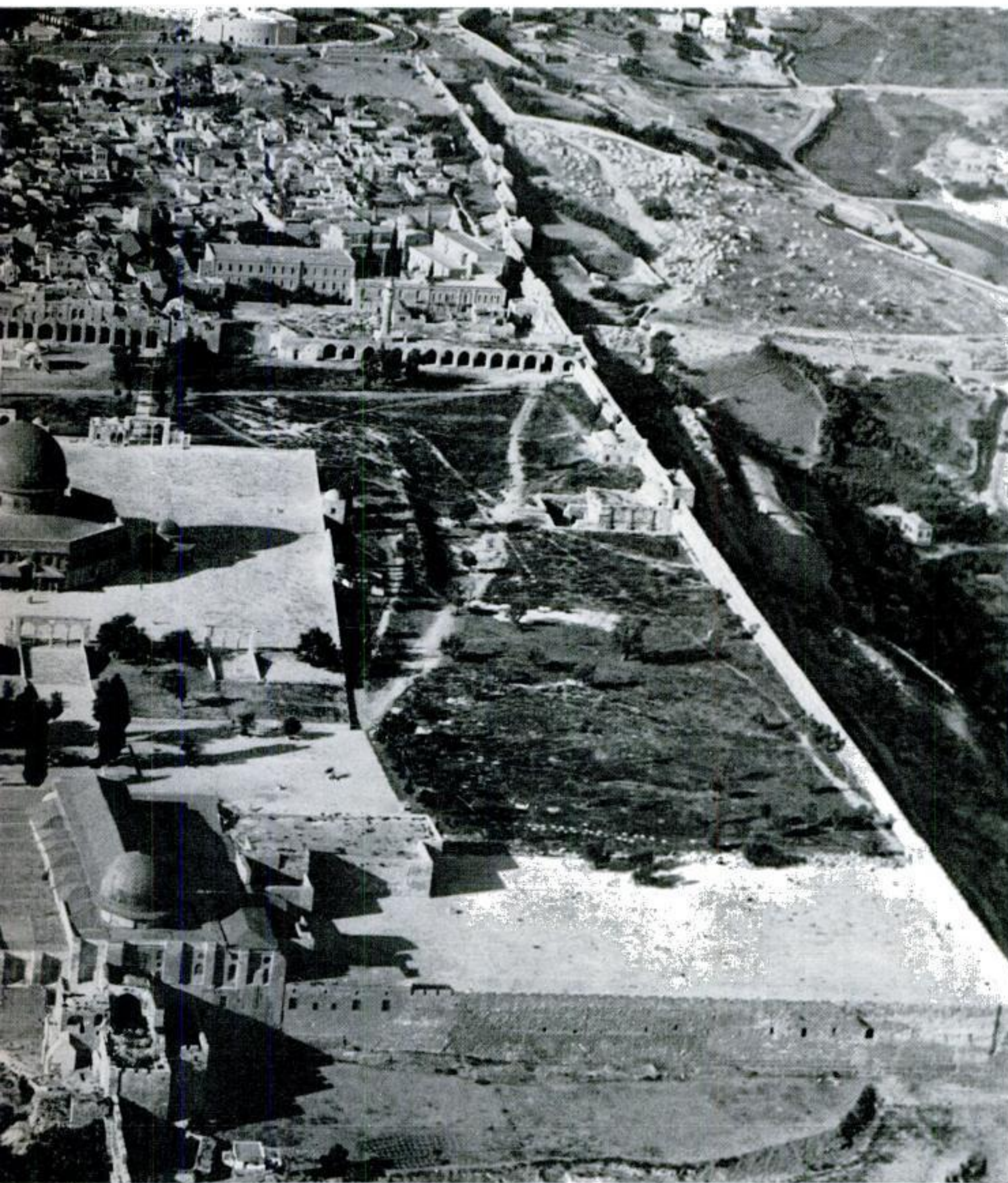
JERUSALEM: TEMPLE AREA



Holiest place in the world is Jerusalem's mount, now crowned by the superb Dome of the Rock and (foreground) Mosque of Omar.

A THREE-CORNERED WAR RENDS HOLY PALESTINE

Brother-feuds have harrowed Palestine since long before John the Baptist said to the Pharisees and Sadducees who asked him for baptism, "O generation of vipers, who hath warned you to flee from the wrath to come?" Jews and Arabs both claim descent from Abraham, are both Semites. Lately 900,000 rustic Moslem Arabs have renewed the war on 400,000 Jews from civilized Europe. Britain is rushing in 20,000 troops to end the worst disorder now existing in the British Empire. Above is Jerusalem's bloody center of holiness. Gethsemane is just off picture to the right; Golgotha and the Sepulchre off to the left. From soil in the center of the picture, Jews and Moslems believe, the first man was made by God. Nazareth and Bethlehem (right) are, however, sacred only to the Christians who have fought so long for dominion over this land of the Semites. Last week, oddly, the Arab Terror struck in these two places. Arabs had attacked Bethlehem's Church of the Nativity and priests of half a dozen Christian faiths fled.



Here Abraham offered Isaac to the Lord, Solomon built his Temple (1000 B.C.), Jesus drove the merchants from

Herod's Temple (33 A.D.), Mohammed mounted to heaven on a horse. Jews and Moslems call it the earth's center.



Bethlehem's Church of the Nativity, beneath which is supposed to lie the holy site of Christ's manger, was recaptured by British troops from Arab terrorists last week. British lorries and Red Cross trucks are shown.

The Sons of Ishmael go to war



Arab rebel leader is Turk-trained Fawzi el Kawokji.



Arab religious leader is Grand Mufti Husseini.



Arab army is reviewed by Fawzi in the hills near Nablus (south of Nazareth). These troops set up courts, keep order.



In action Fawzi's terrorists deploy against British troops. Their Arab headdress is now often copied by isolated Jews.



Body blow to Britain is frequent firing by Arabs of the oil pipe line from Iraq to Haifa. It burns spectacularly.

ANIMAL EXPERIMENTATION

AGAINST VIVISECTION



NO. 1 ANTI-VIVISECTIONIST IS THE PLUMED FORMER DANCER IRENE CASTLE McLAUGHLIN WHO NOW KEEPS A HOME FOR STRAY DOGS



ACTRESS MARION DAVIES IS THE MOST POWERFUL ANTI-VIVISECTIONIST THROUGH PUBLISHER-FRIEND WILLIAM RANDOLPH HEARST

IS IT ESSENTIAL TO THE PROGRESS OF MEDICINE

The old *Life*, though a humorous weekly, was a violent crusader on some subjects. One of these was animal experimentation, or "vivisection," against which it waged a 35-year battle. *Life's* cartoons, depicting "diabolical" scientists performing "orgies of cruelty," gave a Cause to thousands of elderly spinsters and restless matrons. When the new *LIFE* took over its predecessor it investigated the background of this crusade, found it to be well-intentioned but based entirely upon emotional prejudices. On the one side was a band of highly articulate and sentimental people. On the other were the medical men who, being pledged to quiet research and the avoidance of public controversy, did not fight back and allowed themselves to be greatly restricted in their work.

But today, the doctors of the U. S. are being forced to strike back at the bitter attacks of those who believe that animals are being mistreated for no good purpose. This year the "anti-s" have begun a drive to outlaw all animal experimentation by a legal ruse. In California they have drawn up an act ambiguously called the "State Humane Pound Law" and obtained 250,000 signatures, more than enough to have the measure put on the Nov. 8 ballot. Ostensibly the measure is designed to prevent pounds from selling or giving stray dogs to laboratories for experimentation. The wording, however, makes it impossible for these laboratories to obtain animals except through breeding, which would be financially prohibitive and would ultimately put a stop to vivisection.

Loudest opponent of vivisection is the former dancer Irene Castle McLaughlin, who keeps a much-publicized home for stray dogs near Chicago. Her most powerful ally is the onetime popular movie actress Marion Davies. Thanks to Miss Davies' great and good friend, William Randolph Hearst, vivisection experiments have become front-page atrocity stories in the Hearst papers. Anti-vivisectionists, who do not want to face the facts, refuse to admit that any benefits to humanity have resulted from animal experimentation. Their publications say Pasteur "led the world astray," that serums and vaccines are "a farce" and insulin has done no good.

Against attacks of this nature, animal experimentation is defended by virtually all doctors and scientists, and also by many famed educators, and religious leaders. On this page you see the opinions of six of these men. At the request of *LIFE*, the Harvard Medical School opened its laboratories to *LIFE* investigators, allowed them to see and photograph all the experiments that were being carried on. On the following pages you will see some examples of animal research which support *LIFE's* conclusions that:

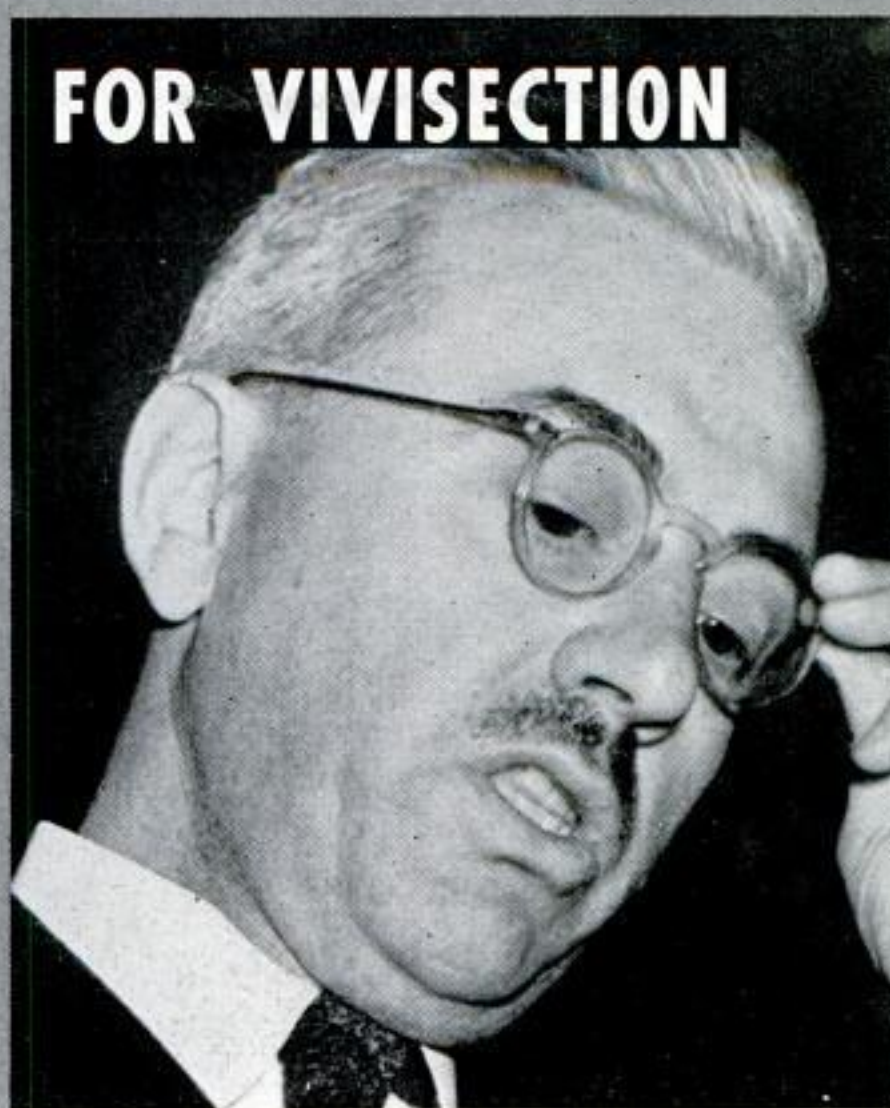
1) Medicine's tremendous progress during the past 300 years would have been impossible without animal experimentation.

2) Millions of persons would die in pain every year were it not for discoveries resulting from vivisection.

3) The major modern diseases can be cured only if scientists are allowed freedom in their research.

4) A ban on animal experimentation would force surgeons to learn their art on living men and women.

FOR VIVISECTION



U. S. Surgeon General Thomas Parran: "The use of animals has formed the basis for the rapid strides in the medical sciences during the past 75 years."



Dr. Alexis Carrel, co-inventor of the artificial heart with Col. Charles A. Lindbergh: "Were it not for animal research, surgery today would be butchery."



Dr. Karl T. Compton, president of Massachusetts Institute of Technology: "Animal experimentation is to medicine what the telescope is to astronomy."



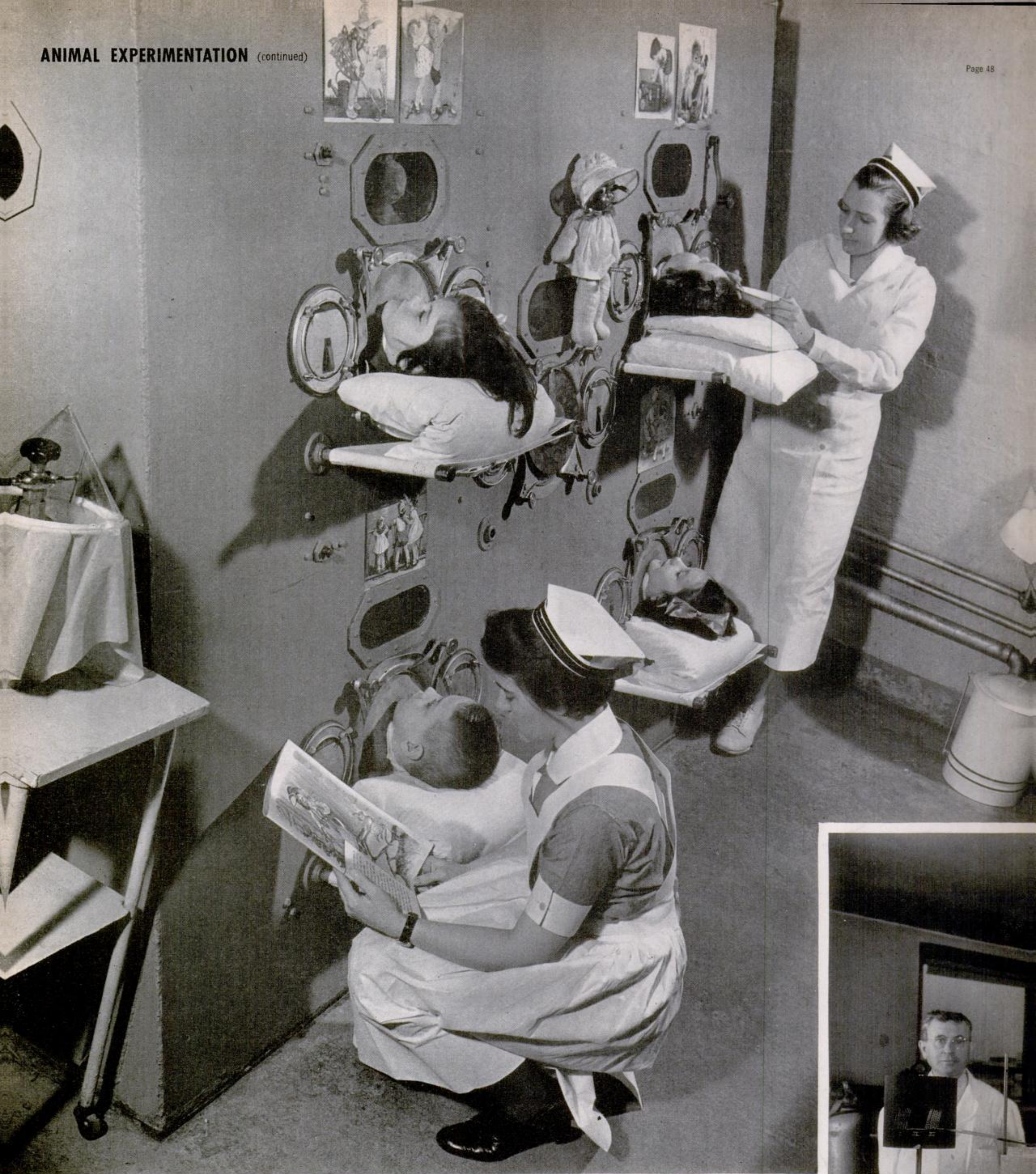
Clifford P. Morehouse, the editor of *The Living Church*: "Modern scientific knowledge is based very largely upon the results of animal experimentation."



Archbishop John J. Cantwell, Los Angeles: "There is no branch of science that has not made gigantic strides as the result of animal experimentation."



Pres. Ray Lyman Wilbur, Stanford University: "Without animal experimentation we could not advance our knowledge of the human body and its ailments."

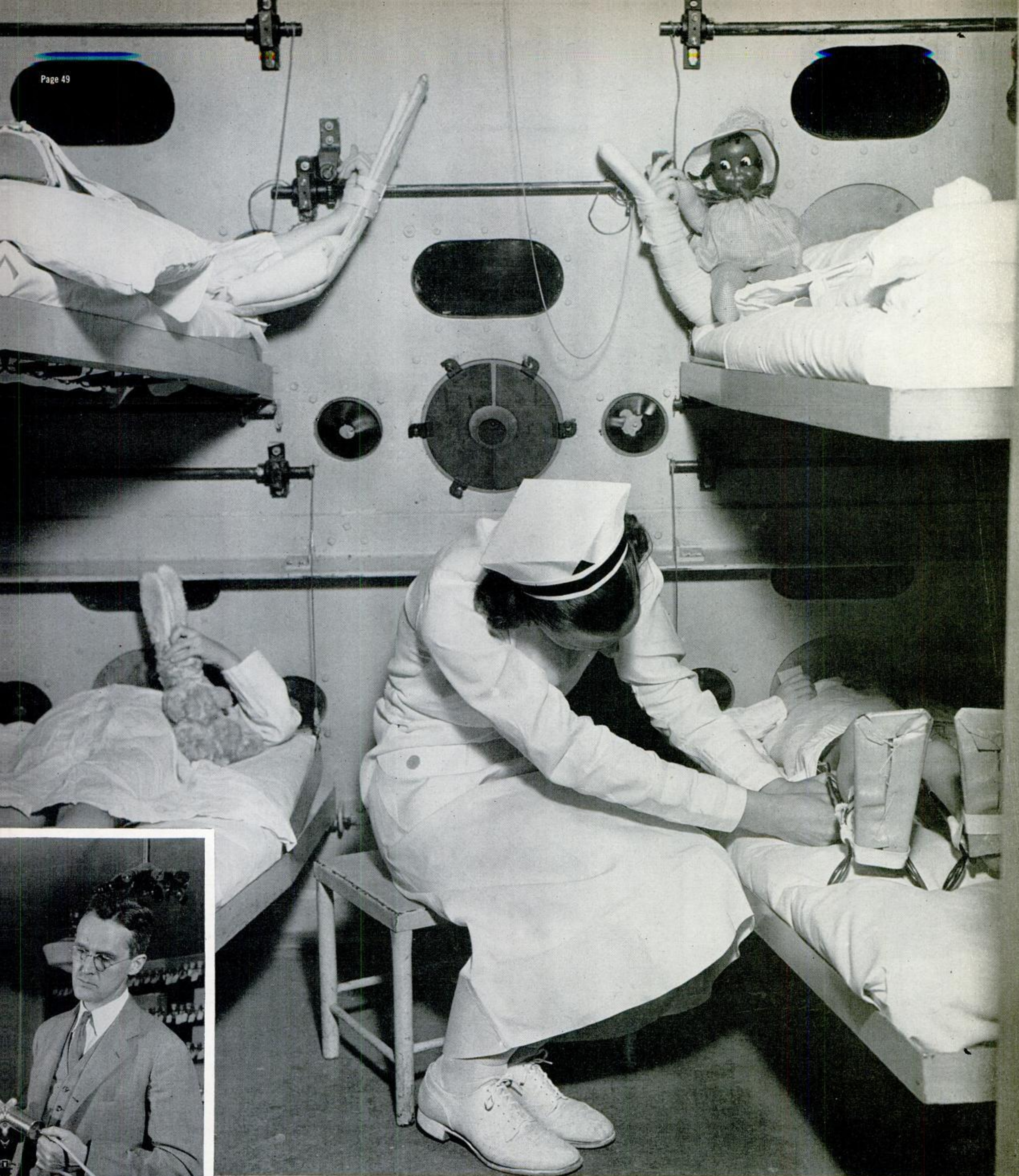


TWENTY-FOUR CATS PROVED IRON LUNG COULD SAVE CHILDREN

Every year hundreds of children are suddenly stricken with infantile paralysis. In the past those whose limbs were paralyzed survived, but those who lost the use of their breathing muscles slowly stopped breathing, died in agony. Above you see an iron lung—the instrument that saved these children. At right is Engineer Philip Drinker, design-

er of the iron lung, with his first experimental respirator which proved that a cat's respiration could be maintained even though his muscles were paralyzed. Before testing the machine on human beings two dozen cats had to die under the anesthetic to prove his idea was practicable. Their death has meant life to hundreds of infantile-paralysis victims.



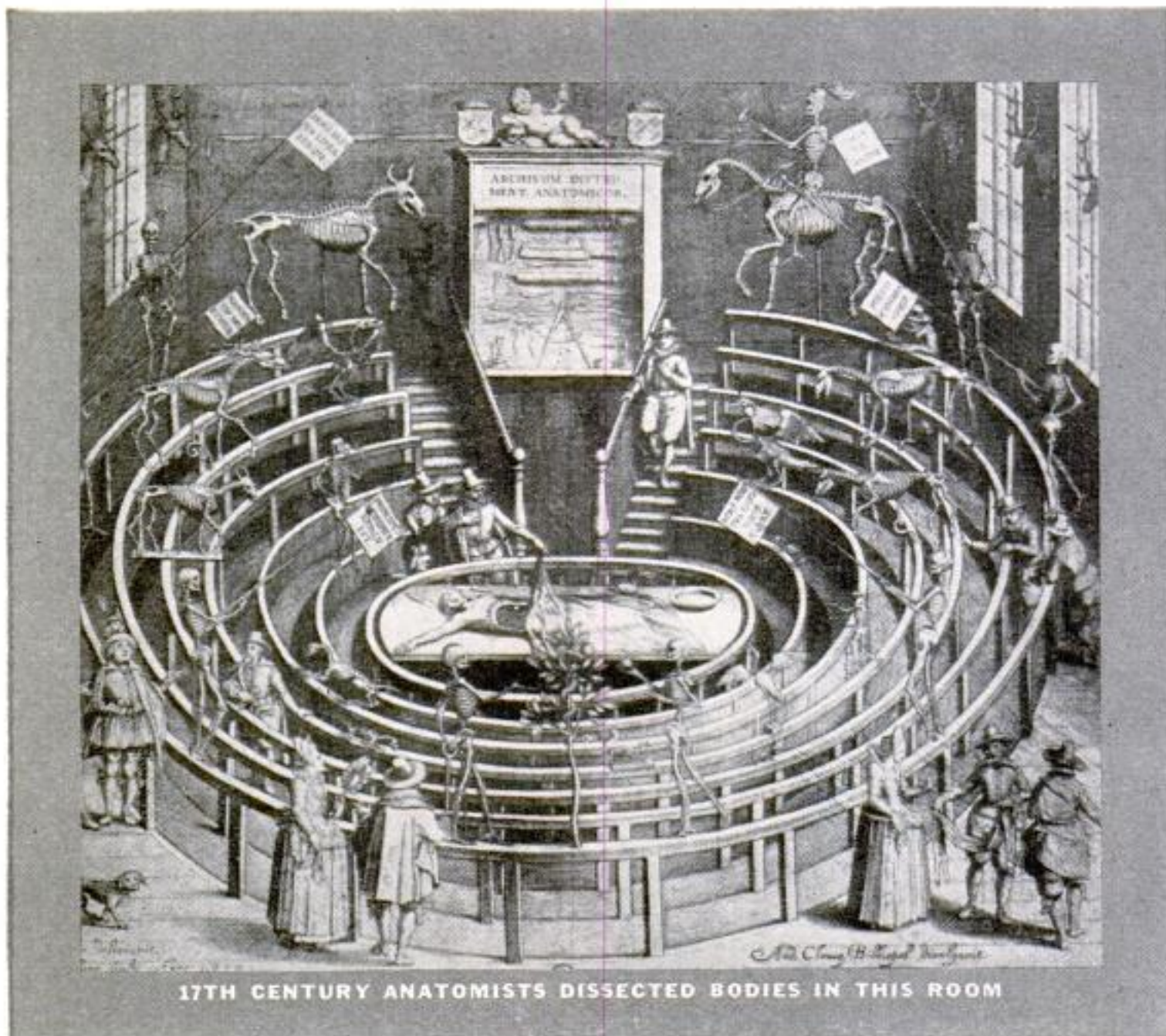


GIANT RESPIRATOR BREATHES FOR PARALYSIS VICTIMS

Of the 570 iron lungs which have been made on the basis of Mr. Drinker's initial experiment, this machine at the Harvard Medical School is the only one which will hold four patients. It is actually a room in which rising and falling air pressure alternately compresses and expands the patients' chests and thus makes them breathe. This action

saves their lives until power returns to the breathing muscles and makes them active again. Advantage of the four-bed machine is that the nurse can easily examine and take care of the children. The variations of the air pressure in the machine do not affect the nurse. Splints on the children's arms and legs are to prevent contraction of paralyzed muscles.

CONTINUED ON NEXT PAGE



Instructor teaches students to tie surgical knots. Because the tying of knots on blood vessels is so important, a student may have to spend years perfecting his technique.

DOGS TEACH THE STUDENTS AT HARVARD MEDICAL SCHOOL TO BE GOOD SURGEONS

Above you see a satirical engraving of a 17th Century operating room at Leyden, Holland. Doctors of that period were relatively free to experiment on animals. Direct result was that William Harvey discovered the circulation of the blood and other scientists learned the nature of the complex human machine.

In the 18th Century witchcraft and religious persecution swooped down on medical workers, preventing vivisection or even the dissection of bodies. Medicine suffered its worst setback in history and European nations were rampant with disease. It was not until the 19th Century that researchers, though harried from all sides, were able to resume their work on a large scale. Koch found the germ of tuberculosis, Pasteur was able to prevent death from rabies and Joseph Lister made surgery clean through use of antiseptics.

Scientists have bequeathed to the modern world a great legacy of medical knowledge. Unfortunately the medical student does not inherit an innate ability to put into practice the cures discovered in the past. He must patiently reproduce each step of medical progress with his own hands. That is why it takes seven long hard-working years for him to become a doctor.

At right you see 32 second-year students at the Harvard Medical School operating on anesthetized dogs. They use dogs—hundreds of them—because dogs' organs are very similar to those of man. Each student learns to wash his hands meticulously, to give anesthetics, to make incisions and use sutures.

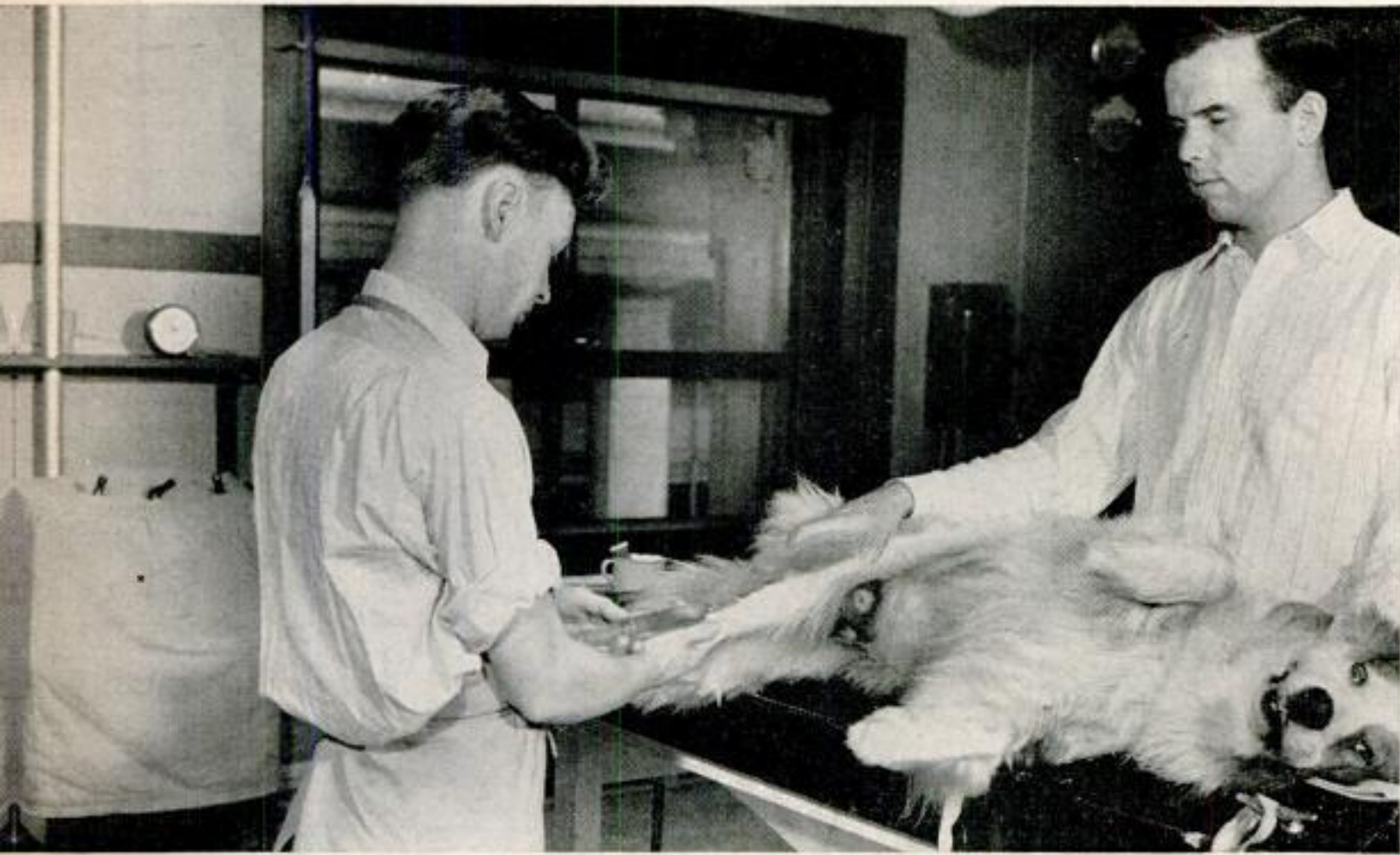
The apprentice surgeon at left of the picture is strapping the legs of a dog to the operating table. At far right an animal is being given ether. If the operation is a minor one the dog is allowed to come to; otherwise it is painlessly killed under anesthetic. The students take the same care and precautions as if they were operating on human beings and thus, when their internship has been completed, they can perform their first operation on man as surgeons and not as butchers.



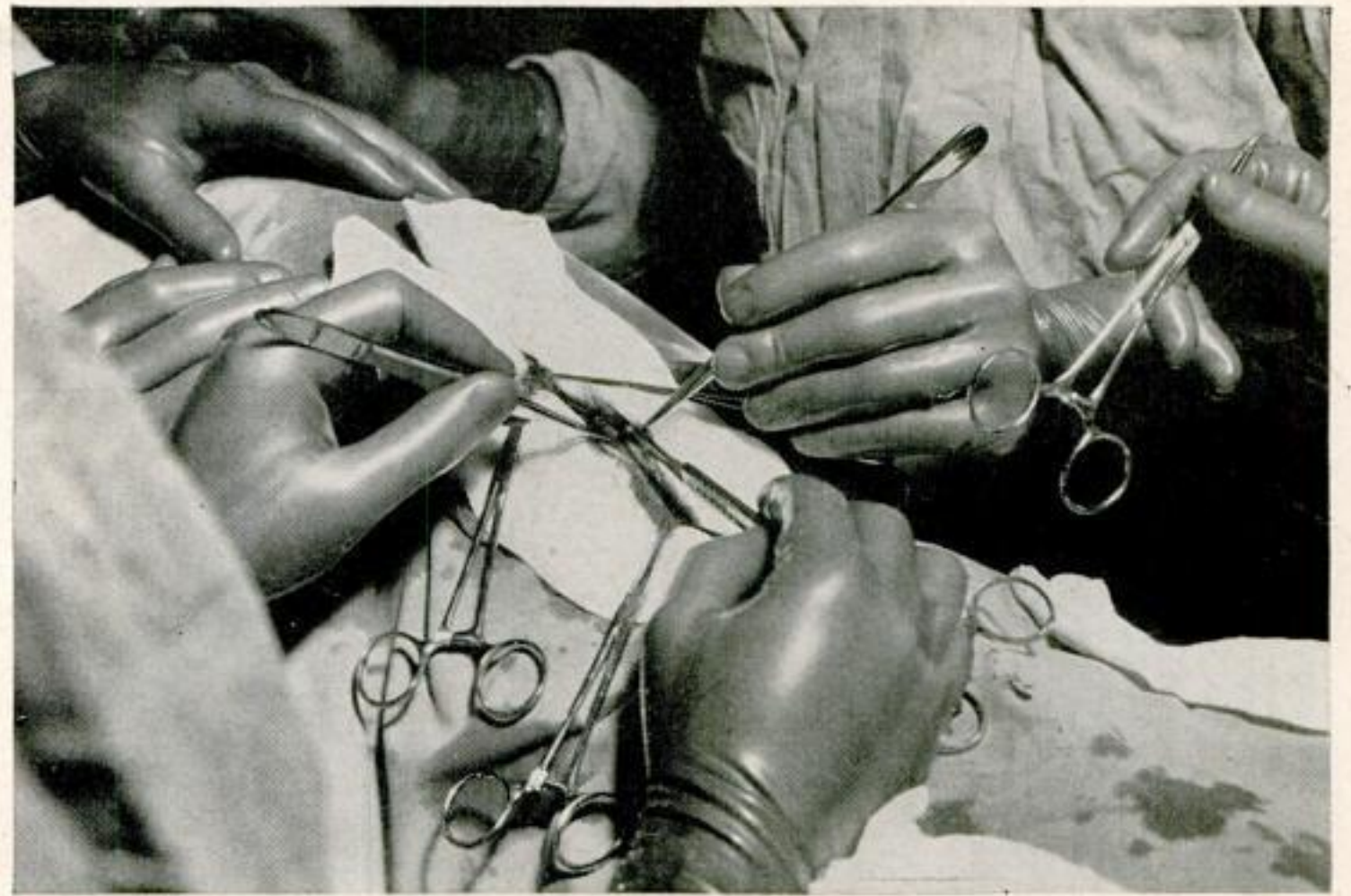
SIR WILLIAM HARVEY

LOUIS PASTEUR

LORD JOSEPH LISTER

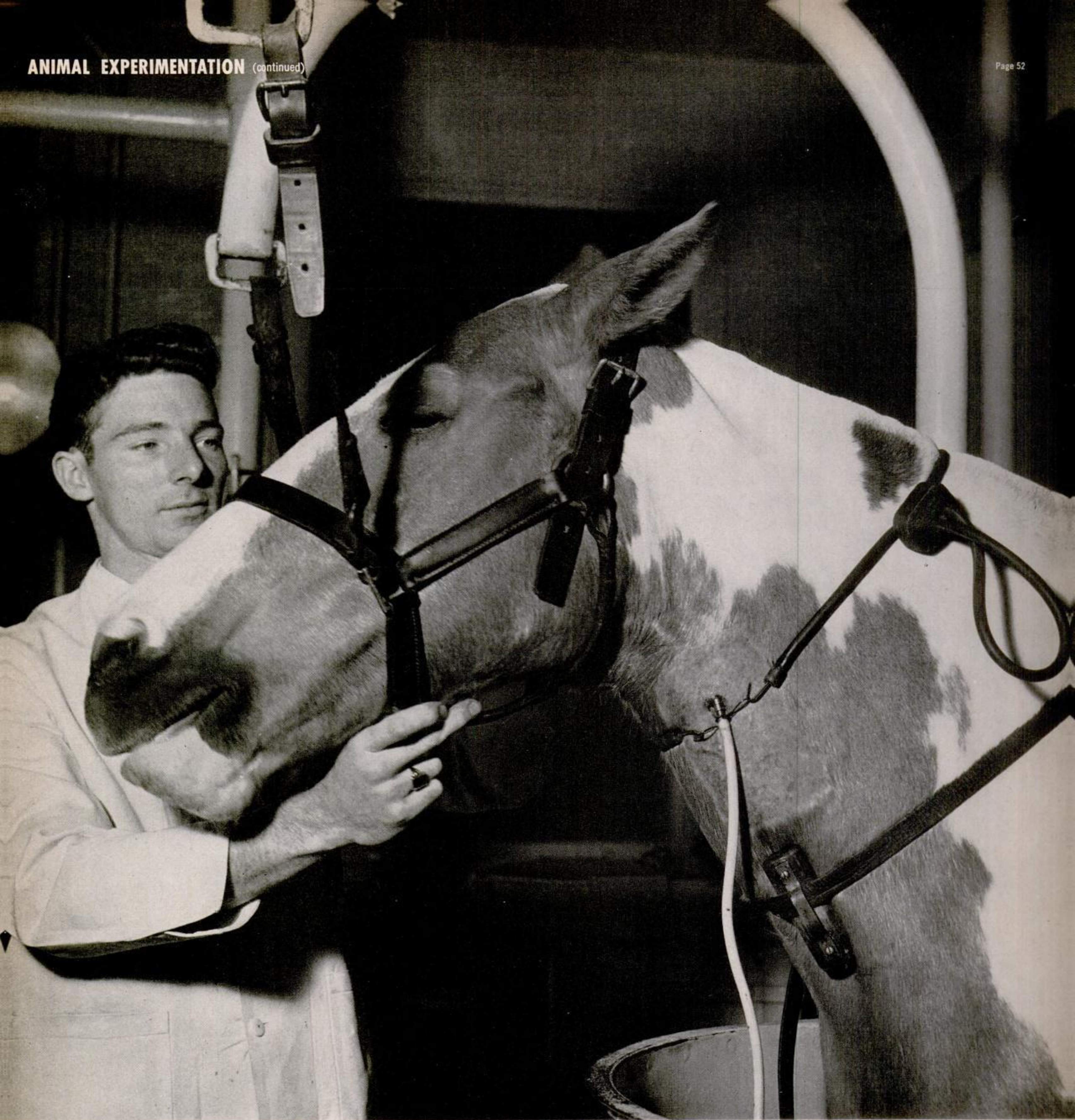


Anesthetic is injected into a vein of the dog's leg, puts the animal completely to sleep in 30 seconds. The drug (Nembutal) is that used in most U. S. hospitals for obstetrical cases.



A year's training is required before the medical student can make a simple skin incision without causing any infection or bleeding, and close it without leaving a crooked scar.





DIPHTHERIA ANTI-TOXIN IS TESTED ON RABBITS

**HORSE SERUMS, TESTED BY RABBITS, SAVE
THOUSANDS OF CHILDREN'S LIVES EACH YEAR**



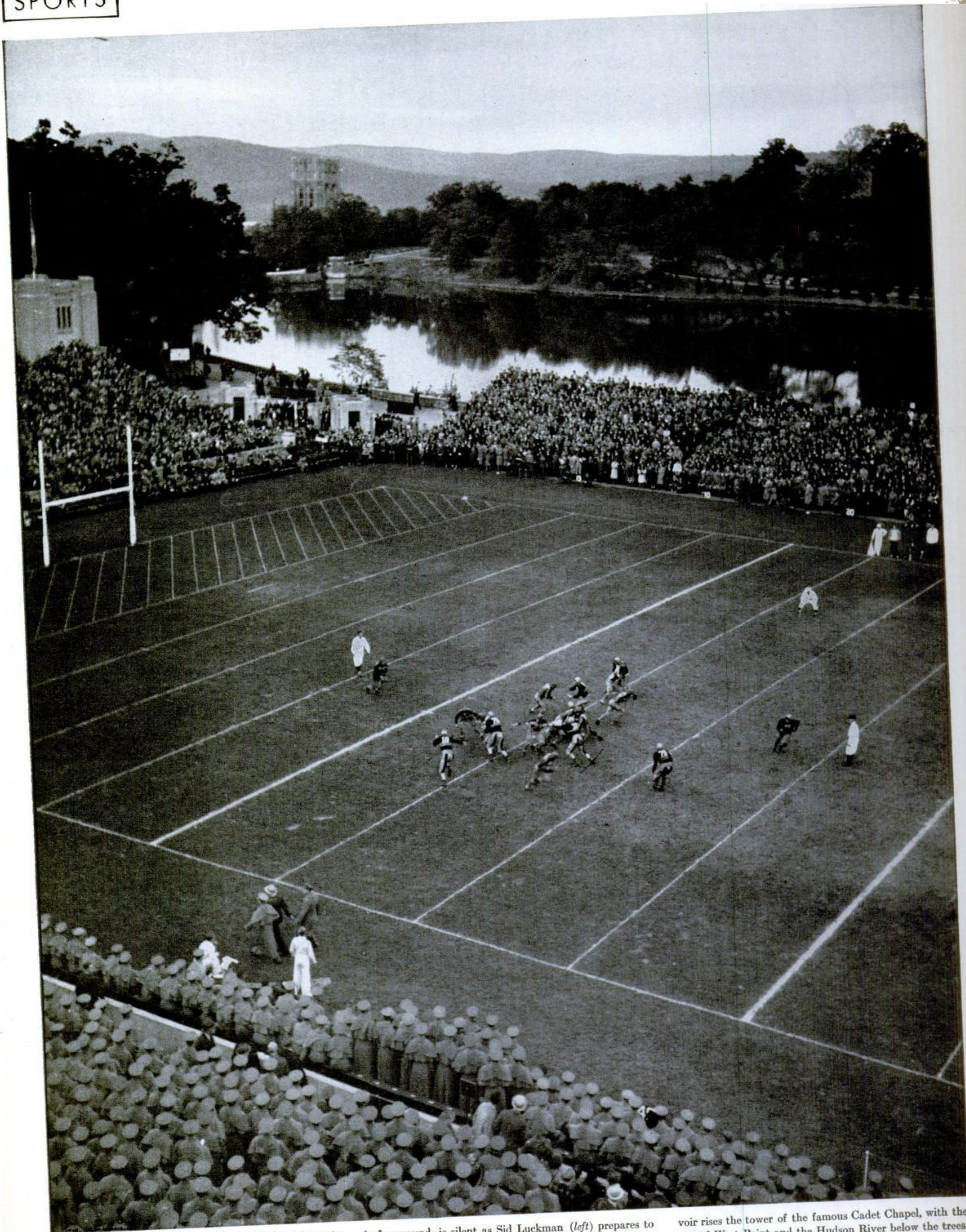
Two gallons of blood are being drawn, in the picture on the opposite page, from Patches, a horse given to the Massachusetts Anti-toxin and Vaccine Laboratories in Forest Hills, Mass. Because the horse was inoculated with diphtheria germs, treated so as not to harm it, the blood will serve to produce diphtheria anti-toxin. Only way of testing the potency of the product is to inject it into a rabbit (*left*). The anti-toxin is then injected into the arm of the child (*above*), where it will fight diphtheria germs, prevent her from getting the dreaded disease. Anyone who has seen a diphtheric infant suffocating, clutching at his neck as if to tear out the disease, pleading with eyes filled

with terror, twisting his puffy fevered face, knows the value of the anti-toxin. In modern times there is no need for children to suffer and die by the thousands from diphtheria, smallpox or meningitis. For Patches and hundreds of other horses on U. S. laboratory farms spend their old age munching grass and producing the substances which prevent and help cure these scourges.

The 20th Century has been prolific in important medical discoveries. These have cut deep into the ravages of cholera, yellow fever, typhoid fever, encephalitis and syphilis. Pernicious anemia can be controlled. From experimenting on dogs, Sir Fred-

erick Banting produced insulin, the substance which keeps millions of diabetics alive.

Critics of vivisection forget these facts. They point out that cancer, tuberculosis, heart disease and mental diseases have not been cured despite considerable animal experimentation. They demand science cease using animals for research purposes. Had their demands been accepted 50 years ago the number of early deaths in this country today would be higher by hundreds of thousands. Serums may not cure all major diseases of today but chances are ten to one that when cures are found, they will be, as in the past, the direct result of animal experimentation.



In beautiful Michie Stadium at West Point, 25,000 people watched Columbia beat Army. The cadet cheering section,

in foreground, is silent as Sid Luckman (left) prepares to get away a long kick for Columbia. Across Lusk Reser-

voir rises the tower of the famous Cadet Chapel, with the rest of West Point and the Hudson River below the trees.

SID LUCKMAN

Is New York's football hero



A 22-year-old Jewish boy, who once played tin-can football on the streets and back lots of Brooklyn, became on Oct. 8 the most talked-of football player in the U. S. At West Point's Michie

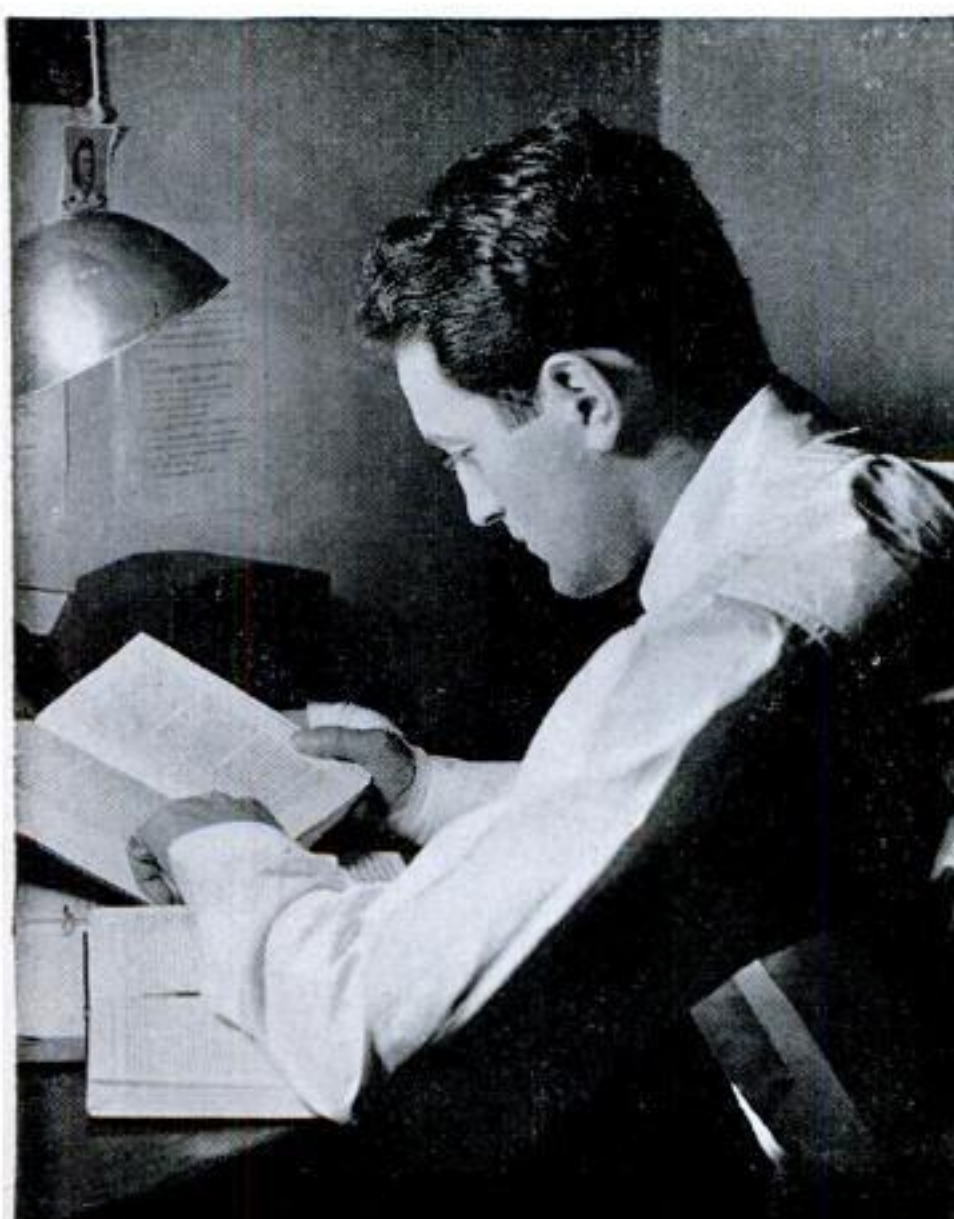
Stadium, with only seven minutes left of a slam-bang football game between Columbia and Army, Sid Luckman gripped the ball as shown above, threw three long, spectacular passes through Army's tight defense, completed them all. Result was a Columbia touchdown and victory, 20-18.

New Yorkers have known about Luckman for the past seven years. The husky but shy son of a Brooklyn truck driver, he became at Erasmus Hall High the greatest scholastic football player the city has ever seen. Though his fame is now nationwide, he considers himself only a fair player. On the field he never swears, never ventures to call Coach Lou Little by his first name. In his studies he gets good marks, majors in physical education, will next summer travel abroad to study.

A powerful runner, a dependable kicker, Luckman achieves greatness by his passing. Coach Little calls him the greatest passer he ever saw, and all experts rank him on a par with Sammy Baugh, Swede Oberlander, and Benny Friedman as an alltime great. In the first two games of the season, he threw 36 passes, completed 19, for gains of 284 yd. If he continues this pace and is not injured, he will be first-string quarterback on the 1938 All-America team.



MUDDY AND BATTERED, LUCKMAN COMES OFF FIELD AT END OF TWO-HOUR PRACTICE SESSION



In Columbia's Hartley Hall, Luckman studies Biology 153, lives with two other members of the Columbia team.



In a New York downpour, Columbia practices at Baker Field. Because the team is light and there is a scarcity of

material, Coach Little must teach deception, tricks, forward passes. Sid Luckman is the best student he has ever had.



Jai-alai Segundo jumps high for overhand shot

CUBANS & SPANIARDS BRING JAI-ALAI, WORLD'S FASTEST GAME, TO NEW YORK



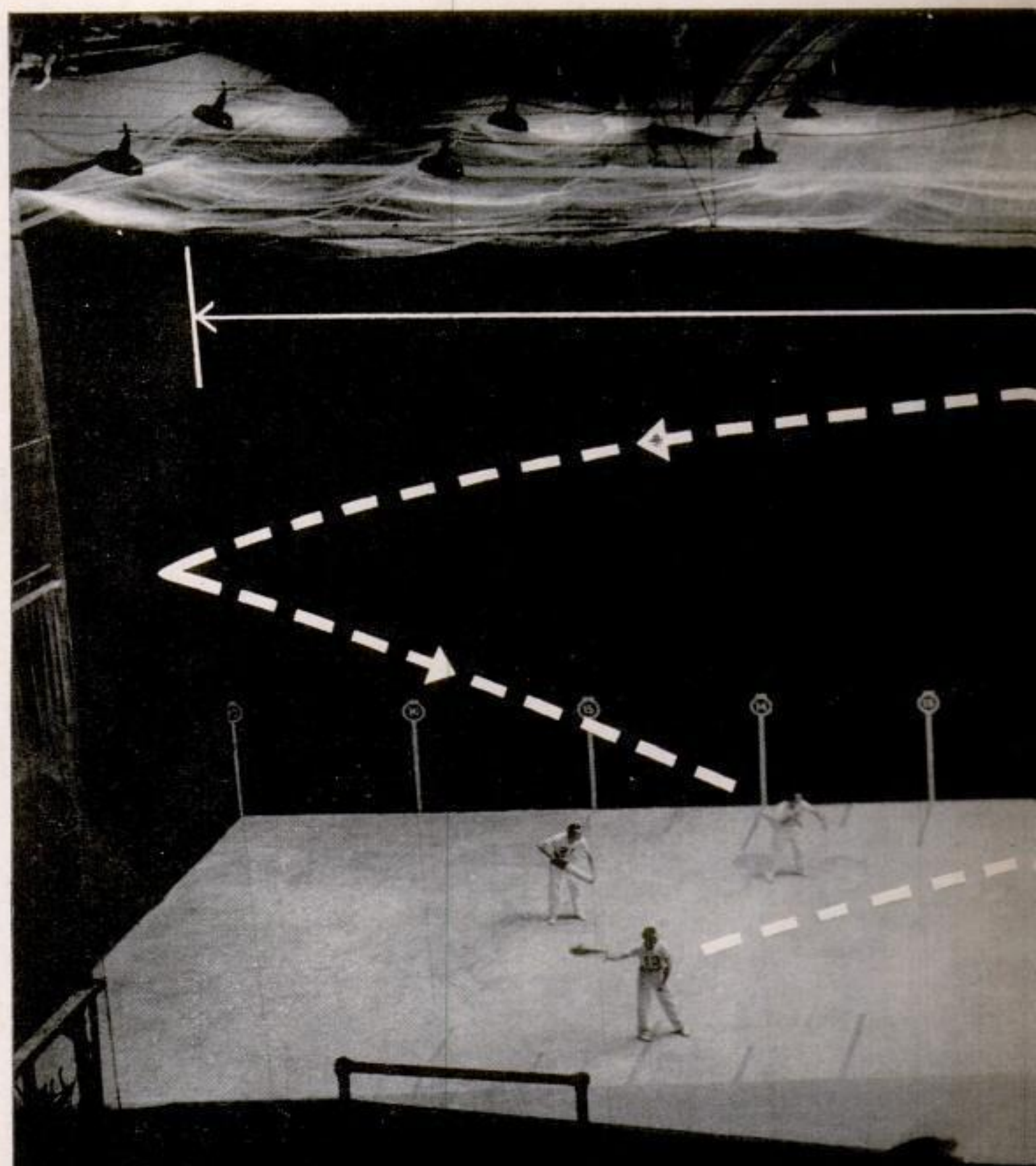
PROMOTER MIKE JACOBS

Newest entertainment in the Broadway sector of Manhattan is the old Basque game of jai-alai (pronounced hi-li), called the "fastest game in the world." To bring it to New York, Promoters Mike Jacobs and Lee Shubert swept the grunt-and-groan wrestlers and the third-rate opera out of the famous old Hippodrome, spent \$100,000 to build a 150-ft. concrete court, imported 50 of the best and fastest players from Cuba and Spain. On Sept. 8, they staged a gala opening, replete with the Cuban Ambassador and rumba entertainment. A month later, after jai-alai had settled down to daily performances, Jacobs and Shubert reported themselves financially happy. Other observers were skeptical whether it would ever make money in New York.

Originally called "pelota" in the Basque country where it originated, jai-alai has long been popular in Spain, Cuba and even in Florida. Players strap long wicker baskets (cesta) to their hands and propel the pelota (small, hard goatskin ball) very fast toward the frontis, or front wall. The picture with diagram below shows a possible play. No. 13 serves to the frontis. From there pelota bounces back to No. 34. He returns it to frontis with such speed that it travels all the way in the air to the back wall, or rebote. From there it bounces forward to No. 30, who is waiting to make a rebote shot. Part of the technique of this shot, shown at right, is that the player usually falls down at the end.

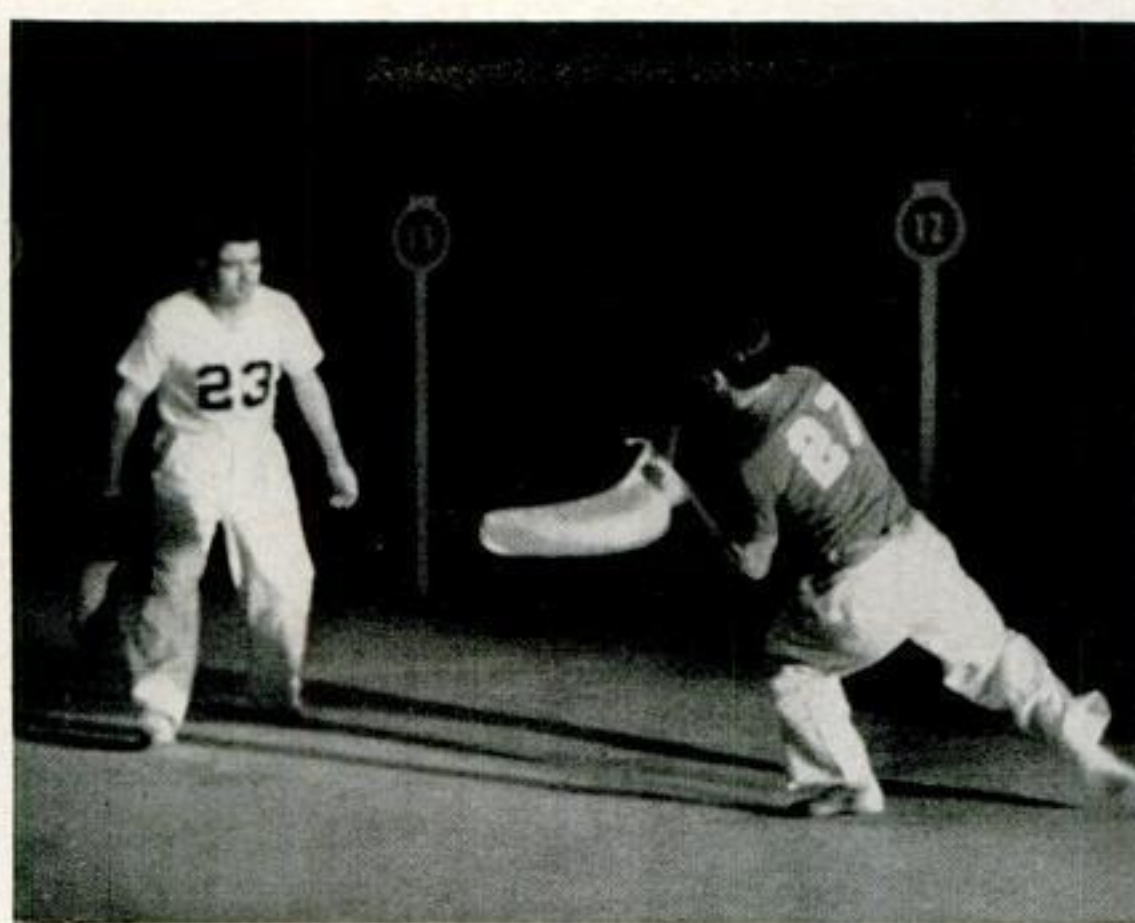
Jai-alai is played on a three-wall concrete court, with a net protecting the spectators on the fourth side. As in handball, opponents score a point when the ball, bounding from the front wall, is not taken on the fly or first bounce or when, on the return, the ball does not hit the frontis above the red base line.

The game is dangerous as well as fast. The pelota travels 100 m.p.h., may kill a player if it hits him. First month in New York, 23 jai-alaiers were hurt.





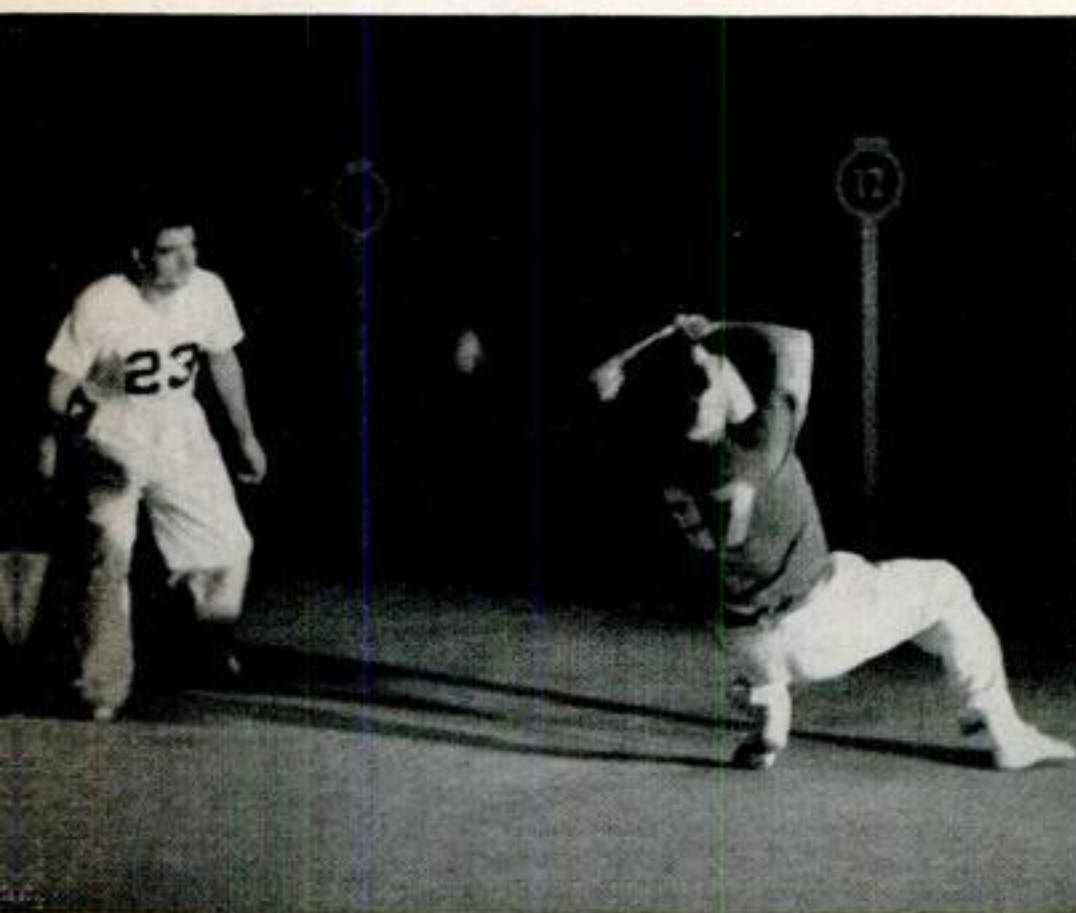
1 PELOTA (ABOVE) COMES FAST OFF THE BACK WALL



2 THE WICKER CESTA SWIFTLY CRADLES THE PELOTA



3 FORWARD MOVEMENT OF THE PELOTA MUST NOT STOP



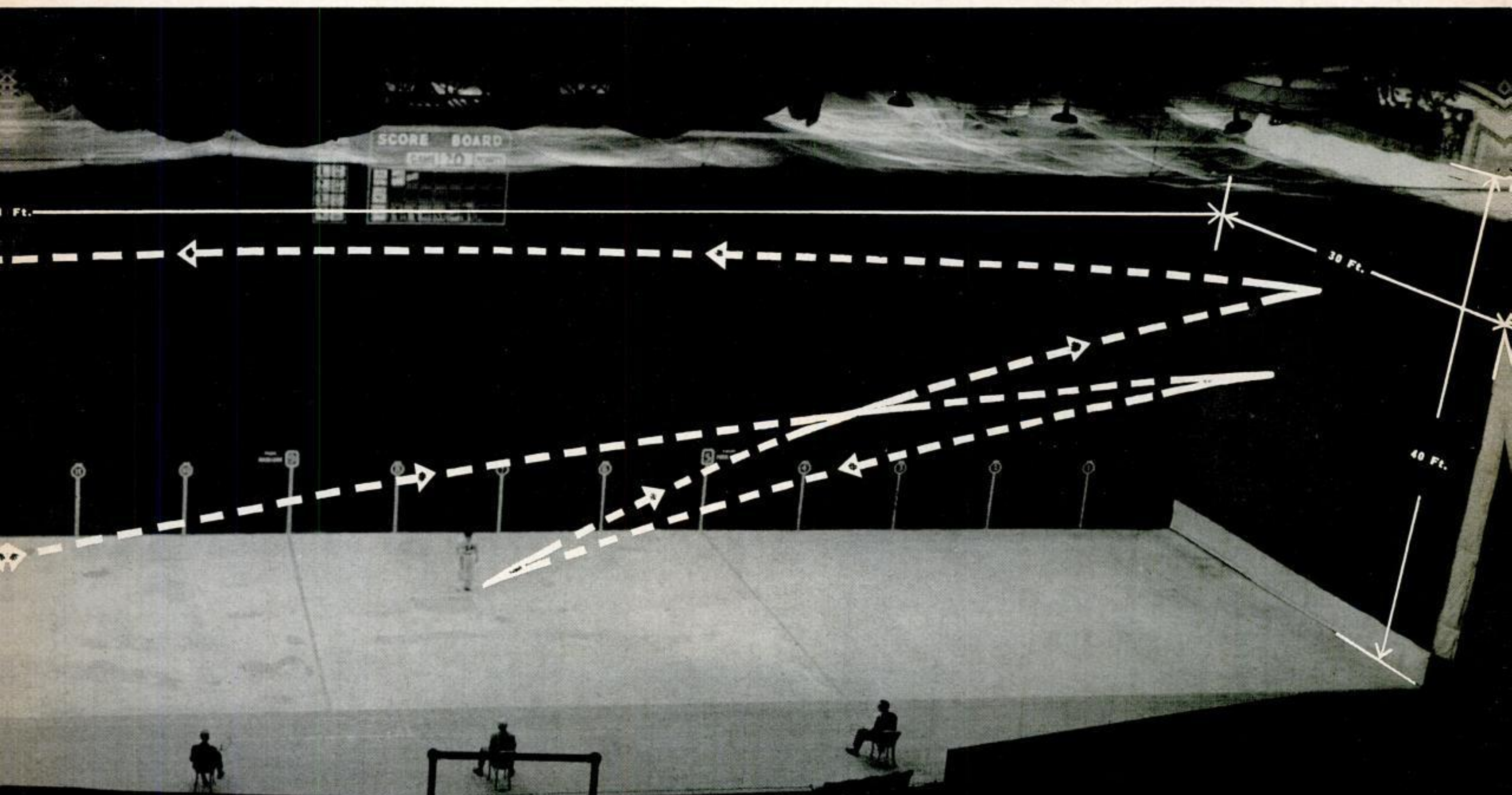
4 RHYTHM UNINTERRUPTED, CESTA SWINGS OVERHEAD



5 THE THROW TO FRONTIS COMES AS PLAYER IS FALLING



6 HE FALLS ON THE HARD CEMENT OF THE COURT





The Countesses of the Court of Quivera are the daughters of Nebraska's first families. Their silver lamé dresses come from Brandeis' store, cost \$150. Princesses and Countesses need many new dresses for the parties of Ball Week.

Governors of Ak-Sar-Ben (below): second from right, their President, Store Owner George Brandeis. He is flanked by James E. Davidson, president of Nebraska Power Co. and Joel Wright, ex-president of Omaha Grain Exchange.





The Escorts (above) for Ak-Sar-Ben's lovely Princesses and Countesses are chosen not by the girls, but by the members of a special committee chosen from Omaha's socially most acceptable families. Full dress is obligatory for this occasion.

The Councilors (below) of Ak-Sar-Ben, second only to Governors, are present heads of the great pioneer families who built Omaha. Throughout the year Councilors work with the Board of Governors for the activities of Ak-Sar-Ben.



Life Goes to the Ak-Sar-Ben Coronation Ball

**The First Families of Nebraska crown a
King and Queen amid regal magnificence**

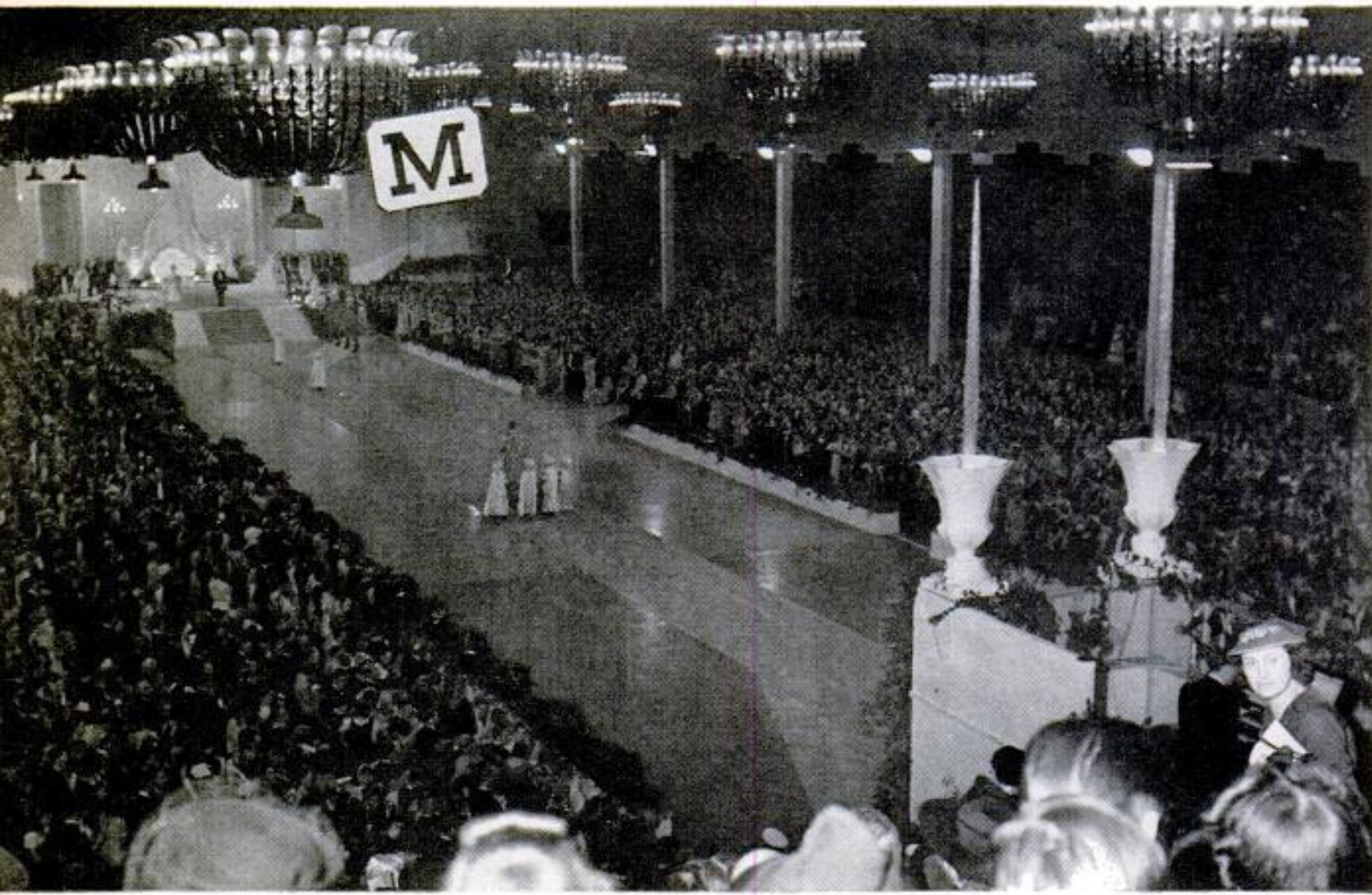
Among the great civic festivals of the Mississippi-Missouri Valley—the New Orleans Mardi Gras, the Memphis cotton festival, the Veiled Prophets Ball of St. Louis—none is more splendiferous than Omaha's Ak-Sar-Ben (Neb-ras-ka backwards). Started during the panic of 1896 as a frank gesture to attract people to depression-hit Omaha, it is the prime social event of the entire corn belt.

On Oct. 7, the 44th Ak-Sar-Ben Ball was photographed for *LIFE* by Margaret Bourke-White. Fifteen thousand people, many of whom had traveled hundreds of miles, filled an arena almost as large as Madison Square Garden to watch Nebraska's best families masquerade as courtiers, princesses and countesses of the mythical Kingdom of Quivera, assembled for the coronation of a king and queen whose identity had been a closely guarded secret. At exactly 9 p.m., to the roll of drums and a blare of trumpets, the great golden curtains parted to reveal this secret. The new Queen turned out to be Kathryn Hosford, a 22-year-old debutante whose parents had been Ak-Sar-Ben King and Queen before her. The new King was Otto Liljenstolpe Swanson, 47, treasurer of the Nebraska Clothing Co. and president of the Utica Clothing Co., who began his career as a newsboy, and is now one of Nebraska's leading merchants.



KING OTTO SITS IN STATE

CONTINUED ON NEXT PAGE



The Queen advances. Fifteen thousand people are standing. The band is playing. The spotlight glows, and at the head of the dais stands the majestic King Otto Liljenstolpe Swanson to greet her.



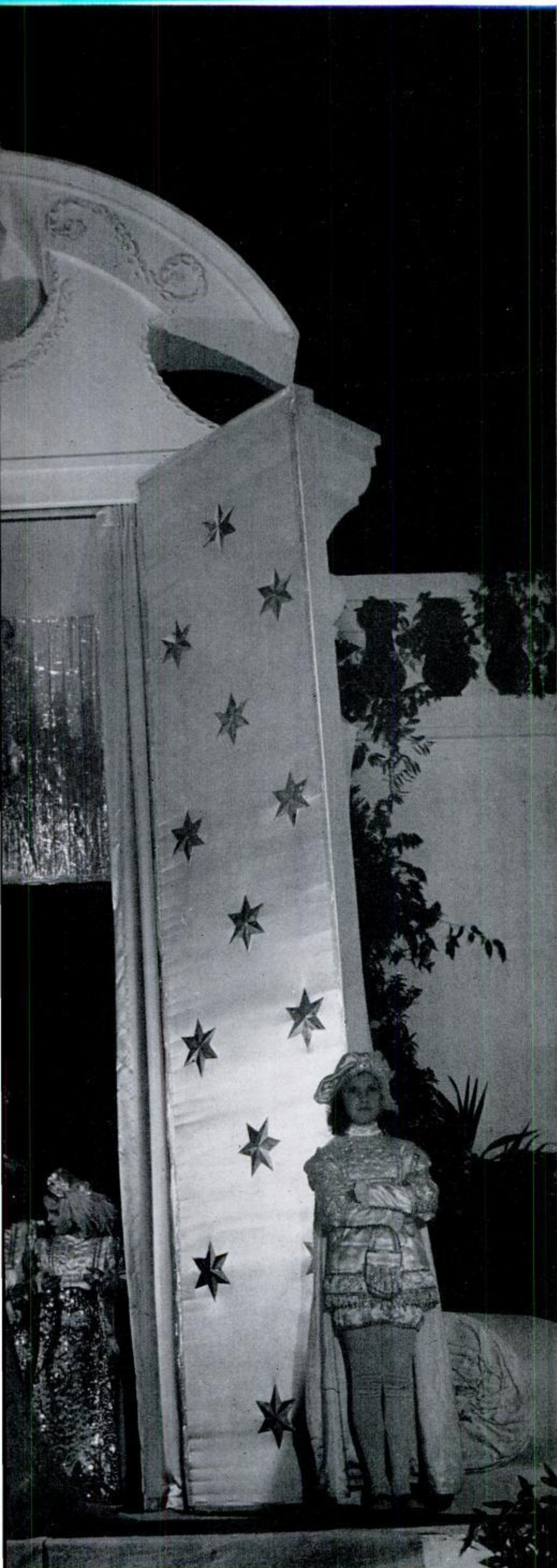
Princesses Marcia McCumsey, Martha Ann Rogers & Mary Alyce Webb are shown in court gowns before going on to new King's supper dance. Prettiest Princess, Marcia McCumsey, studies singing.



Last year's Queen, Elizabeth Ann Davis (beneath the portraits of her pioneer grandfathers) entertains at a pre-Ball dinner a Coad, a Davidson, a Gallagher, a Creighton—all great Omaha names.



Queen Kathryn, known to her friends as "Kack," makes her entrance to a fanfare of trumpets. She wears a \$500 white tulle and sequin gown designed by Hattie Carnegie.



of New York. On her dress is a four-leaf clover pin that her mother wore as Ak-Sar-Ben Queen 33 years ago. Her pages may be Ak-Sar-Ben Princesses ten years hence.



The biggest party night before the Ball was this supper for 106 people given by Eugene Eppley in the Fontenelle Hotel, which he owns. Note pictures of the king and queen on glazed Omaha hams.



In comes the roast pig for the Eppley party, carried high on a palanquin by prancing waiters while a turbaned blackamoor jiggles two gourds, the lights are dramatically dimmed, and everybody cheers.



Ice cream climaxed the feast. It was served in individual molds of ice with concealed lights by colored waiters wearing frilled dickies and colonial cocked hats. Note carved ice statue of queen.

CONTINUED ON NEXT PAGE

*"Mind what your Webster
has to say about a WALKER!"*



A WALKER, says Webster, is one who goes at a moderate pace. Aye! And take your sensible drinker. He calls for a Johnnie Walker and Soda—and sips it, the better to enjoy it! For there's no finer whisky than Scotch, and Johnnie Walker is Scotch at its superb, mellow best. One drop o' its beautiful Scottish flavour, and ye'll agree . . . among the wur-rld's great Scotches, Johnnie Walker sets the pace!



IT'S SENSIBLE TO STICK WITH
JOHNNIE WALKER
BLENDED SCOTCH WHISKY

Canada Dry Ginger Ale, Inc., New York, N. Y.,
importers of JOHNNIE WALKER Red Label and Black Label Blended Scotch Whiskies

(continued)

OMAHA IS THE MEETING PLACE



THE CITY OF OMAHA ON THE MUDDY MISSOURI

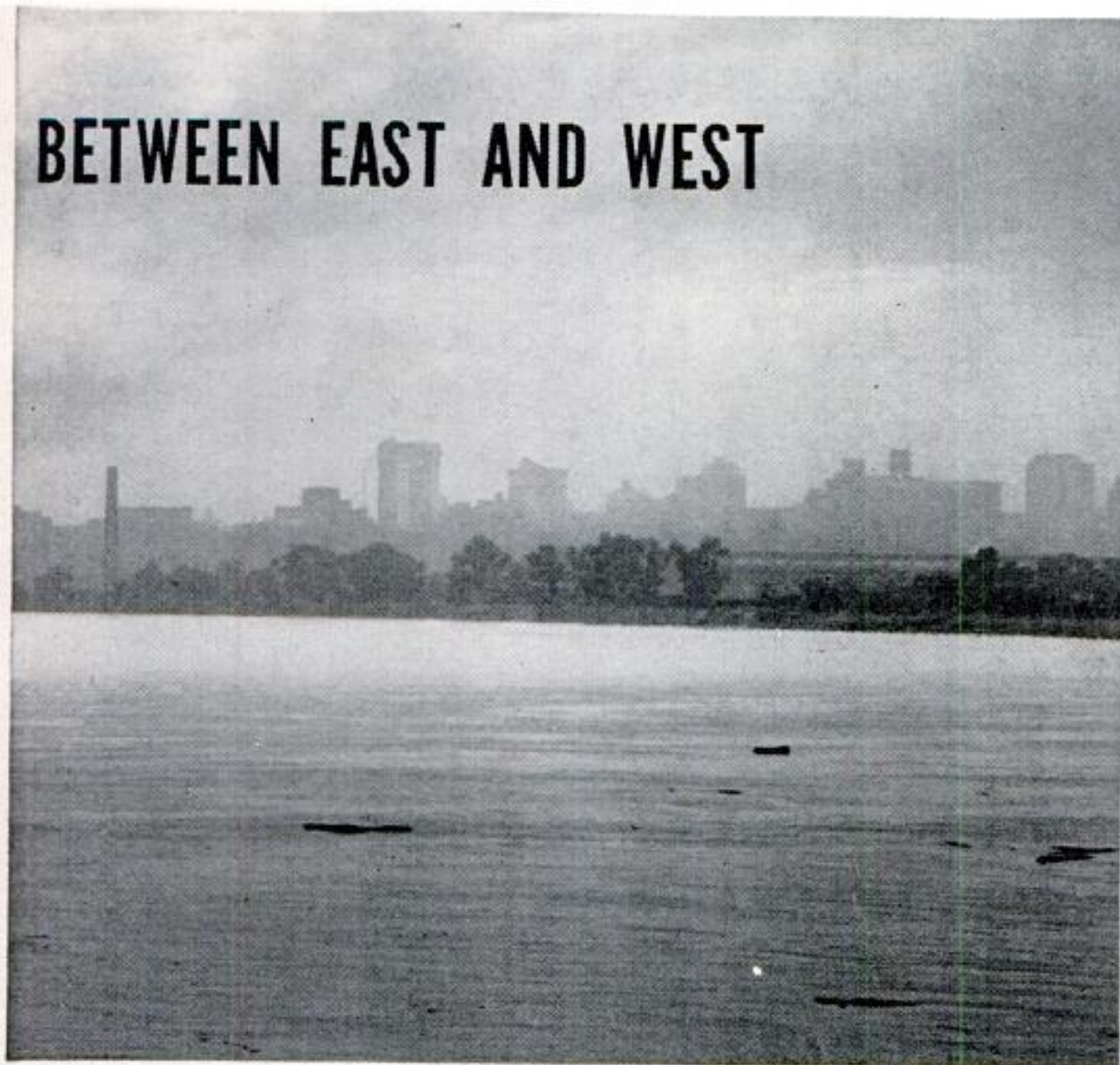
Early explorers used to call the twisting course of the Missouri River the "Coast of Nebraska." Omaha, foggy and smoky, looms up over the big muddy Missouri in the picture above. Large U. S. railroad center, Omaha is the historic junction point between East and West. It faces Iowa which has the settled, comfortable look of the Middle West. But beyond Omaha the country flattens out into the Great Plains that stretch out treeless to the Rockies. Railroad head of transcontinental roads, Omaha has comparatively few factories. It butchers cattle, packs butter and pork. When the Great Plains have rain, Omaha prospers. When they dry up, Omaha's business dwindles.

The Ak-Sar-Ben Ball is Omaha's greatest social event. To be chosen King or Queen of Ak-Sar-Ben is Omaha's highest honor. When pretty Peggy Donald, student at fashionable Brownell Hall, was chosen a Countess, her grandmother who has been thrice a Countess herself at Balls of an earlier generation, was so delighted that she told Peggy to buy all the new clothes she wanted. Peggy hurried downtown and charged to her grandmother \$1,490-worth.



Brownell Hall is Nebraska's most fashionable girls' school and the place from which many Ak-Sar-Ben Princesses and Countesses are drawn. Countess Peggy is on the rail.

BETWEEN EAST AND WEST



IS A PORT OF ENTRY IN THE MIDDLE OF AMERICA



Fran Gordon, Princess at the Ball, chats with her boy friend on the porch of her Jackson St. home. Lorraine Updike, also a Princess, lives in the white house across the street.



Tea at Brownell before the Ball. Countess Peggy Donald sits at her delighted grandmother's feet. Peggy's mother is balanced on the edge of her chair at extreme left.

When She Smiles She Sparkles



... because she knows her dentifrice provides quick, complete refreshment to her mouth, gums and teeth

Fight Acid when you brush your teeth!

IT IS ONLY OBVIOUS that every time we eat, minute food particles lodge in many tiny crevices in and between the teeth.

There fermentation may begin and acids form—the acids that are a common factor in tooth decay. Such fermentation may quickly dull the brightness of teeth and mar the freshness of the breath.

Ordinary care may not be effective in completely refreshing the mouth, gums and teeth—in providing the help you need to safeguard health and beauty—and to be sure of attractiveness.

Because of these facts Squibb Dental Cream is made with a safe, scientific antacid. As it cleans, it

neutralizes the acids of decay wherever it comes in contact with them.

Squibb Dental Cream is a scientific product of the Squibb Laboratories. Get a tube today from your druggist. Use it every day—at least twice a day.

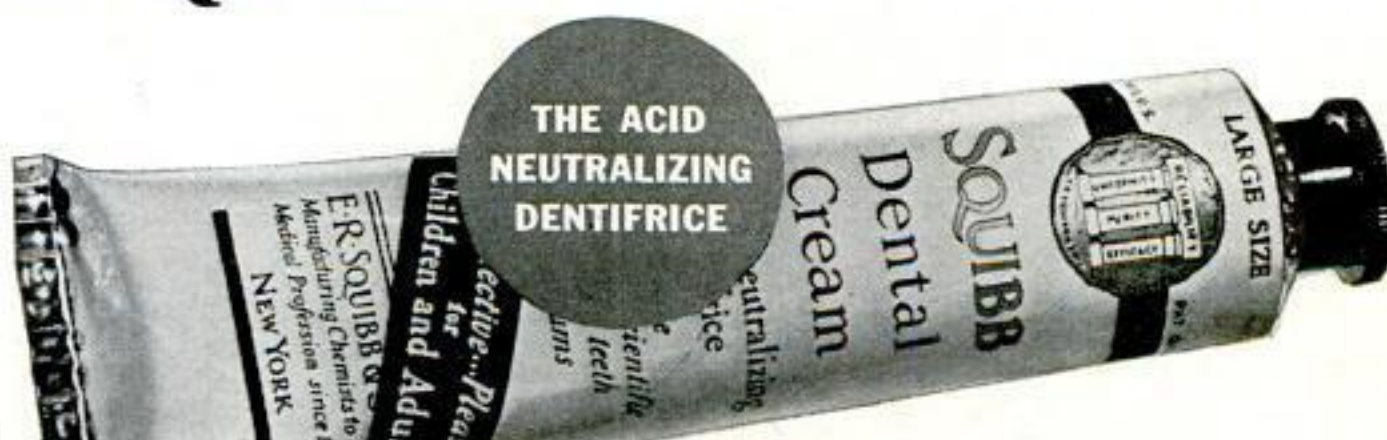
See how quickly it cleans. Notice the instant feeling of refreshment to mouth and gums.

And don't forget that, by the daily use of Squibb Dental Cream and adequate professional care, most tooth decay can be prevented.



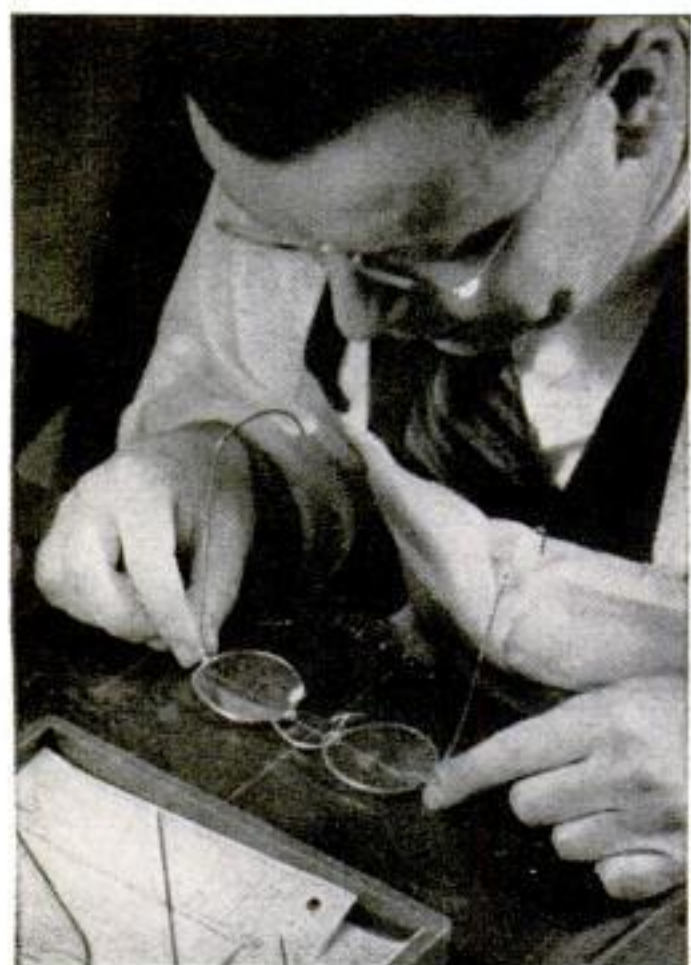
FOR THOSE WHO PREFER POWDER. Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

SQUIBB Dental Cream



The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker

GUILD OPTICIANS are craftsmen, specializing in the making of glasses from prescriptions of Eye Physicians (medical doctors).



Who Is Your OPTICIAN?

When your Family Physician gives you a prescription for medicine, you know how important it is to have it filled exactly as ordered—by a reputable pharmacist.

When your Eye Physician (medical doctor) gives you a prescription for glasses, certainly your eyes deserve the same care—and will have, if you take your prescription for glasses to a Guild Optician. This is "The Safe Way".

Your glasses will be made and fitted by craftsmen, just as accurately as your pharmacist fills a prescription for medicine. That's why the Eye Physician (medical doctor) recommends a Guild Optician.



Ask any Guild Optician in your city to give you a copy of the booklet **EYES**—or write today for a copy

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Are Recommended by Physicians

There are Guild Opticians in 65 cities in the U. S. and Canada



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= "THE SAFE WAY" TO CARE FOR YOUR EYES

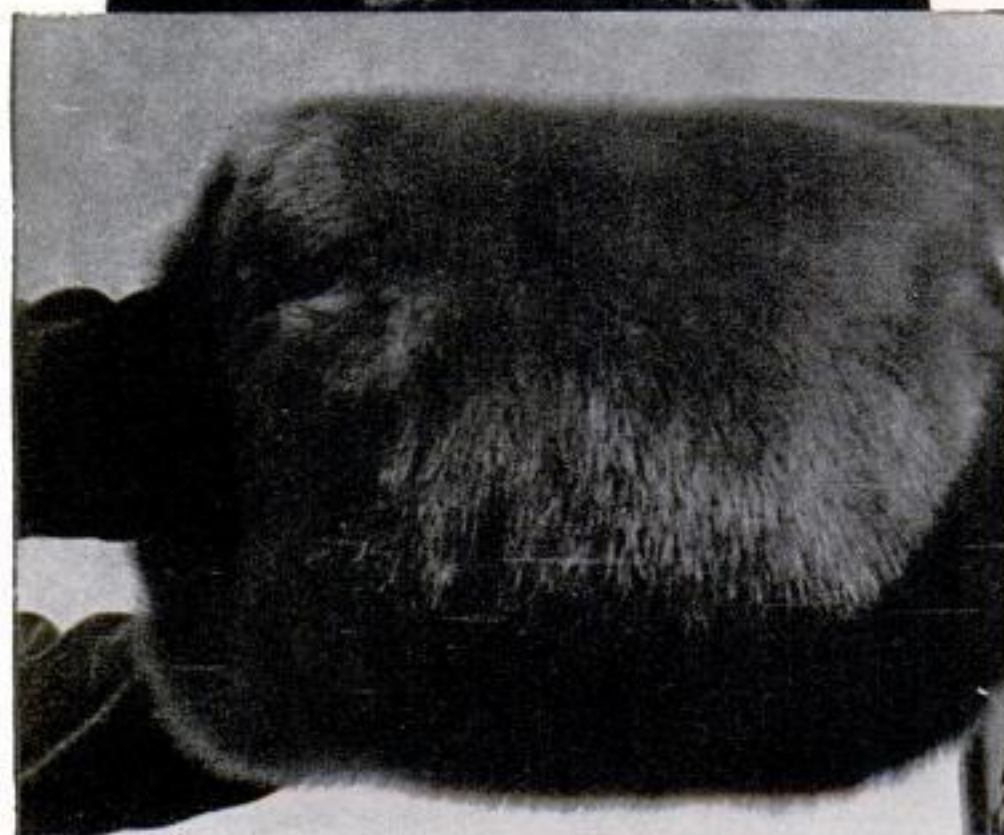
A NEW EPOCH SETS IN FOR MUFFS HISTORY SHOWS THEY PRESAGE WAR



Muffs run in epochs and over the last century and a half a muff epoch has preceded every major war. Flat, pillow-shaped muffs flourished before the American Revolution, then disappeared until just before the French Revolution. The same big muffs came back to herald the War of 1812. Small cylinder muffs preceded the Civil War and even smaller ones, such as Eileen Herrick is wearing on opposite page, preceded the Spanish-American. Huge cushioned affairs were forerunners of the World War. Now in 1938, muffs of all sizes reappear on the fashion scene, should hold their own as long as the Four-Power Pact of Munich does.

American furriers seized upon the new Paris muff designs as a bonanza, for there is nothing like a muff to use up surplus furs and scraps like paws. Muffs range in price from the \$3 Coney to the \$9,000 crown sable and in style from a combination muff-handbag in suede to a rolled-up silver fox, complete with head and tail. A fur-trimmed coat with matching muff attached can be had for as little as \$30.

The dumbbell-shaped Schiaparelli muff, which the lady at the left is dangling by one cuff, is one of the four Bergdorf Goodman importations pictured. Its two silver-fox cuffs are joined by a blue-velvet ribbon. Favorite muff furs this year are blue fox, beaver, Persian lamb, sable-dyed skunk and fitch.



LARGE BARREL MUFF IN UNPLUCKED SEAL, A NEW FUR



ROUND CUSHION OF PERSIAN LAMB BY MOLYNEUX



WHITE CHENILLE EVENING MUFF WITH VIOLETS



IT OPENS AT TOP TO REVEAL A SMALL PURSE

For 24 Years Vicks Advertising has been passed upon by a Board of Physicians



It Helps PREVENT Colds Developing, Too...

Here's specialized medication for the nose and upper throat—where most colds start. Used at the first nasal irritation, snuffle, or sneeze—a few drops up each nostril—it helps to prevent many colds developing.

Even when your head is stopped-up from a cold, Va-tro-nol clears away clogging mucus, shrinks swollen membranes—helps to keep the sinuses open—lets you breathe again.

You can feel its tingling medication go to work!

VICKS VA-TRO-NOL

WORLD'S MOST WIDELY USED MEDICATION OF ITS KIND

SMALL BURNS One application of comforting Resinol gives prompt relief. Its oily base soothes parched skin.

RESINOL

TUNE IN THE MARCH OF TIME

—radio's reenactment of the exciting, sometimes humorous, always memorable news of the week, The MARCH OF TIME on the air, is presented by the editors of LIFE—over N B C

at **9.30** (E. S. T.) EVERY FRIDAY NIGHT

Mothersills SEASICK REMEDY Prevents nausea when bus traveling. Recommended for adults and children.



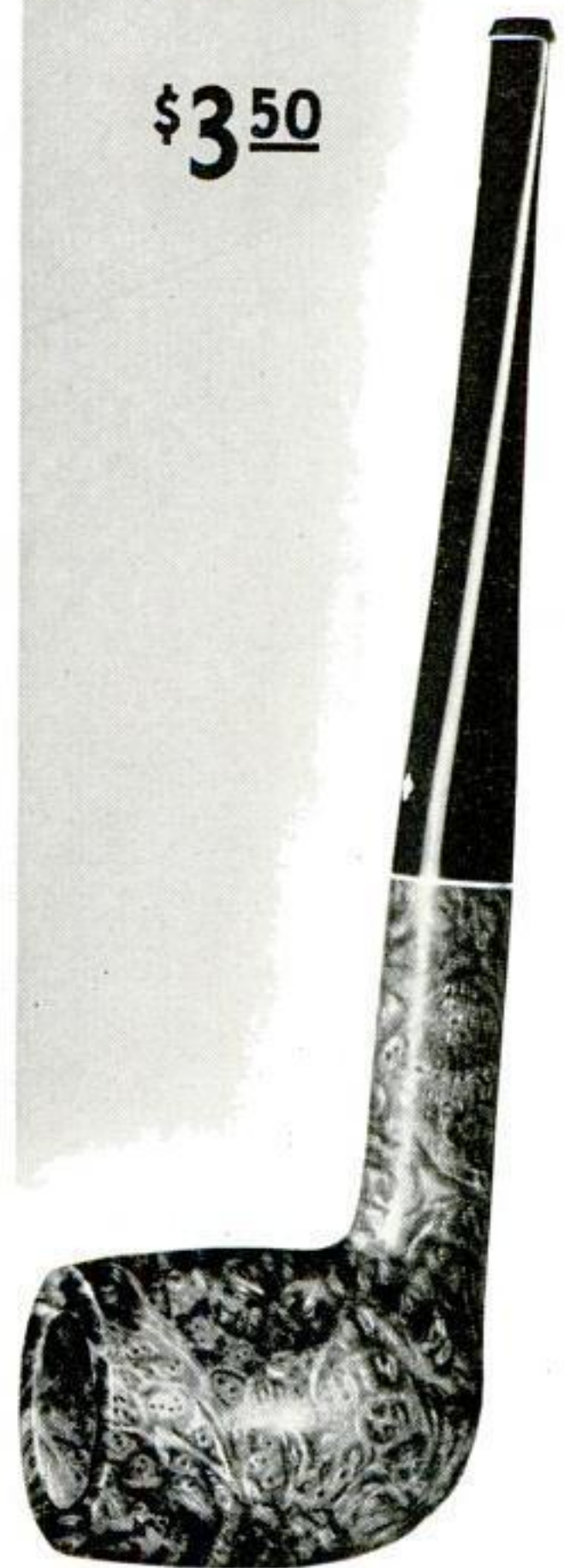
Mrs. Frederick Blake Payne is one of the many smart New York women found foreheadedly carrying muffs in October. She designed this red-broadcloth one herself.



Jean Harrington and Eileen Herrick, post-debutantes, on a balmy fall day carry muffs that their grandmothers might have owned, as they lunch in the Stork Club.

KAYWOODIE

\$3⁵⁰



The World's Finest Briar

Look at this Kaywoodie... You are looking at just about *one-twenty-fifth* of the briar-burl from which the pipe was made. That fact has a lot of importance to people who want a sweet-smoking pipe. Why? Because in every briar-burl, there is one section called the "prime cut"—from which these sweet-smoking Kaywoodie pipes are made. Now it stands to reason, doesn't it, that to make a pipe entirely from the prime cut, you must have a *big, mature* briar-burl. Kaywoodies, and Kaywoodies alone are made from big, mature burls.

Pictured above: A new style called TOWN (No. 72B) very popular in Britain. Shown 3/8 actual size. For a better view of this beautiful pipe, turn the magazine sideways.



This shows the "prime cut" section of a large, mature briar burl—the only part that contains briar of possible Kaywoodie quality.

Next time you're at your dealer's, ask the man to show you some Kaywoodies.

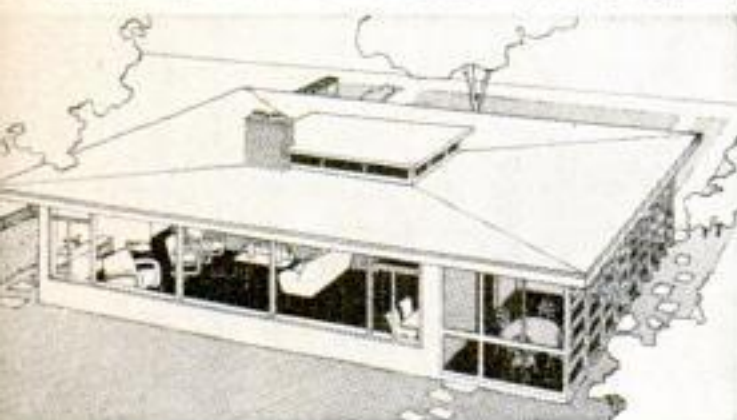
Carburetor Kaywoodie \$4, Super Grain \$5, Flame Grain \$10, Meerschaum \$15, Matched-Grain Sets \$100 to \$1,000.

Yours for the asking: Pipe-Smoker's Almanac...interesting things about pipes.

KAYWOODIE COMPANY
Rockefeller Center, NEW YORK, and LONDON



← 1
Architect Koch's sketch for TRADITIONAL HOUSE, \$2,000 - \$3,000 Income. Price for scale model, full color, 20" long, 8" wide, 5" high, with floor plans, printed furniture to cut out—50c.



← 2
Architect Stone's sketch for MODERN HOUSE, \$2,000 - \$3,000 Income. Price for scale model in full color, 12" long by 10" wide by 5" high, with floor plans, printed furniture to cut out—50c.



← 3
Architect Kelley's sketch for TRADITIONAL HOUSE, \$3,000 - \$4,000 Income. Price for scale model in full color, 14" long by 13" wide by 5" high, with floor plans, printed furniture to cut out—75c.



← 4
Architect Wurster's sketch for MODERN HOUSE, \$3,000 - \$4,000 Income. Price for scale model in full color, 16" long by 14" wide by 6" high, with floor plans, printed furniture to cut out—75c.



← 5
Architect Willis's sketch for TRADITIONAL HOUSE, \$5,000 - \$6,000 Income. Scale model in full color, 18" long by 8" wide by 9" high, with floor plans, printed furniture to cut out—\$1.



← 6
Architect Wright's sketch for MODERN HOUSE, \$5,000 - \$6,000 Income. Price for scale model in full color, 26" long by 16" wide by 8" high, with floor plans, printed furniture to cut out—\$1.



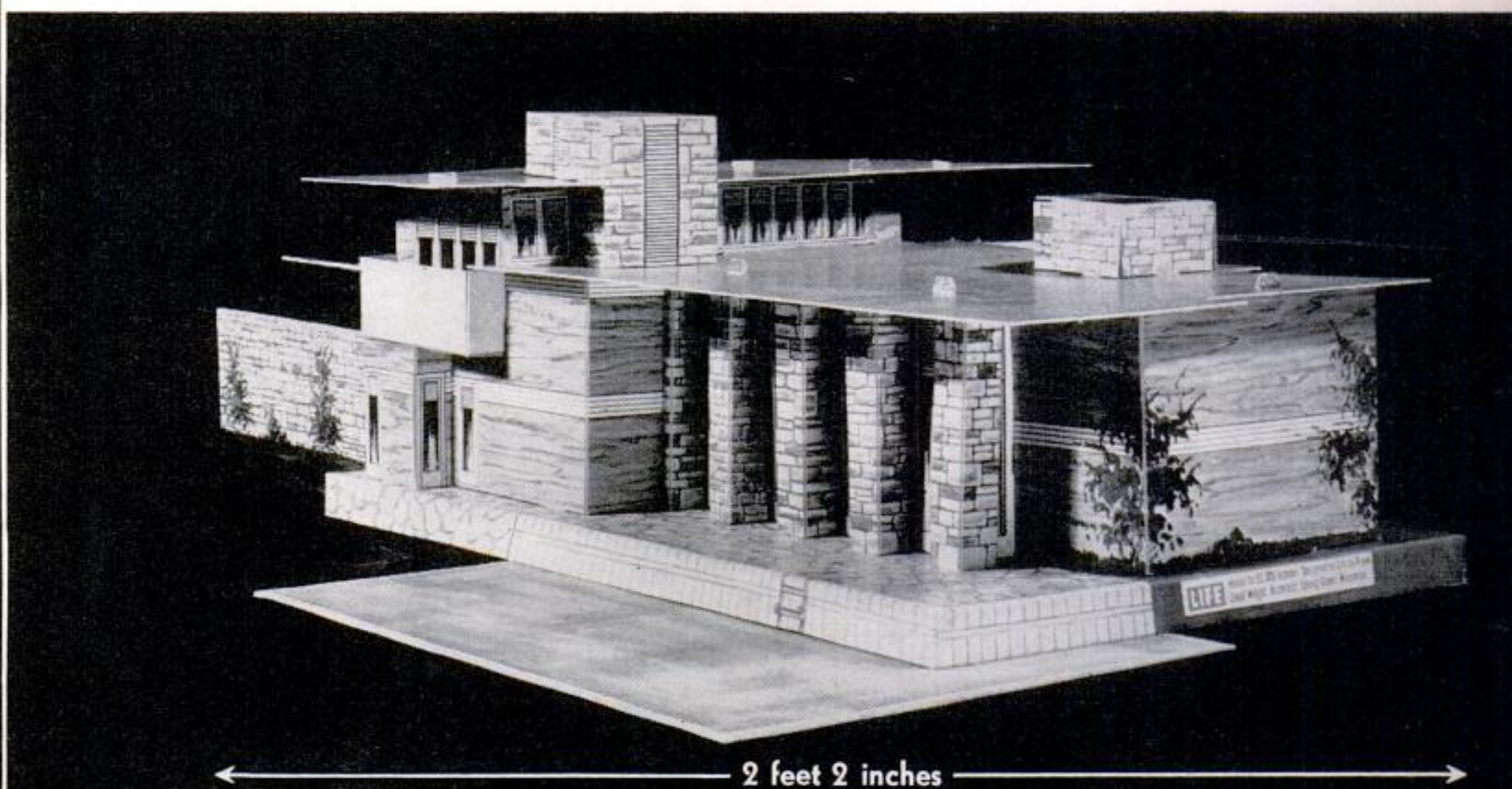
← 7
Architect Embury's sketch for TRADITIONAL HOUSE, \$10,000 - \$12,000 Income. Price for scale model in full color, 22" long by 9" wide by 9" high, with floor plans, printed furniture to cut out—\$1.



← 8
Architects Harrison's & Foulhoux's sketch for MODERN HOUSE, \$10,000 - \$12,000 Income. Price for scale model in full color, 23" long by 20" wide by 7" high, with floor plans, printed furniture to cut out—\$1.

IN THOUSANDS OF HOMES

LIFE'S MINIATURE HOUSES ARE BEING ASSEMBLED



This is a photograph of the Actual Full Color LIFE HOUSE Model No. 6, Architect Frank Lloyd Wright's Drawing of which is Shown at the extreme Left.

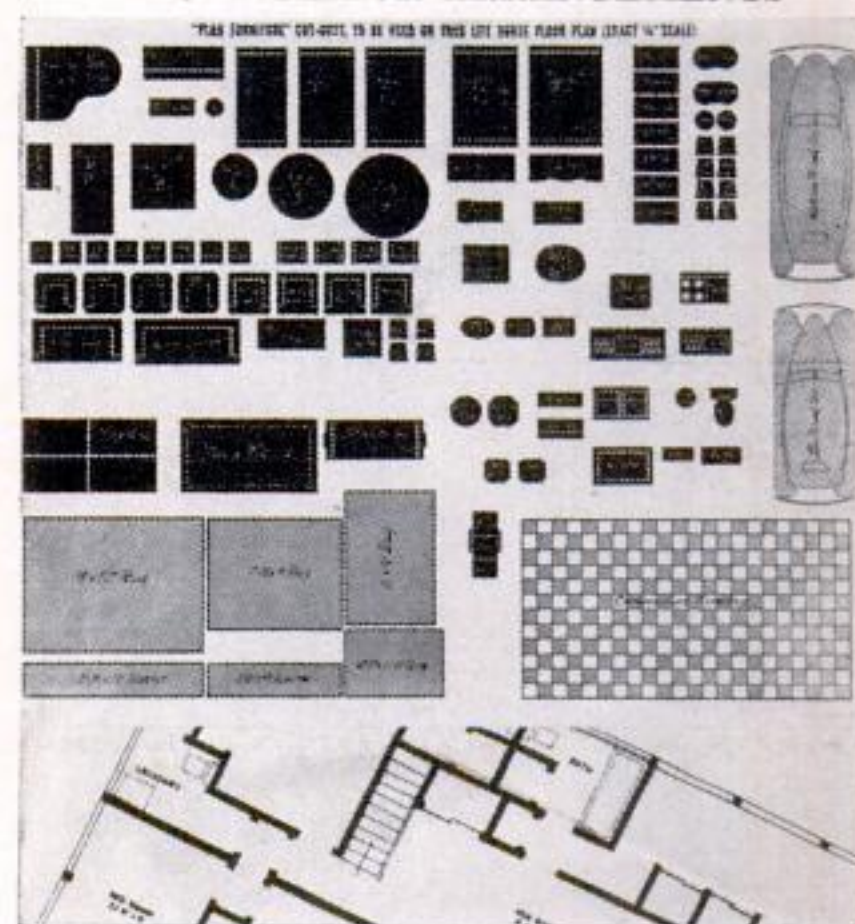
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If you're interested in modern living . . . you'll want one or more of these LIFE MODEL HOUSES. All details match closely the original ideas of the famous architects who designed them for real families. . . Compare the "modern" and the "traditional" designs to see which best pleases your tastes, fits your requirements. **PLAN YOUR INTERIORS WITH THE COMPLETE SCALE FLOOR PLANS AND FURNITURE CUTOUT SHEETS WHICH COME WITH EACH MODEL—RIGHT ON YOUR OWN TABLE!**

Here they are. LIFE MODEL HOUSES actually show you everything you want to know. See them at one of the stores near you where they are on sale. Or pick out your favorites from these pictures and send your order to LIFE HOUSES today. Use coupon at left below or drop a note to LIFE HOUSES, 330 East 22nd Street, Chicago, Illinois.

INCLUDED WITH EVERY MODEL, COMPLETE SCALE FLOOR PLANS . . . AND SILHOUETTE FURNITURE READY TO CUT OUT FOR PLANNING INTERIOR ARRANGEMENTS



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I enclose \$. . . for . . . LIFE model houses, each complete with floor plans and Plan Furniture cut-outs. I am checking the numbers of the houses you are to send. Shipment postpaid. If models are in any way unsatisfactory money will be refunded if I return shipment within 5 days.

☐ #1-50c ☐ #3-75c ☐ #5-\$1.00 ☐ #7-\$1.00
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Send cash, check, or money order

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ADDRESS

Adam, Meldrum & Anderson, Buffalo
L. S. Ayres & Co., Indianapolis
L. Bamberger & Company, Newark
M. E. Blatt, Atlantic City
Gus Blass Co., Little Rock
Block & Kuhl Company, Peoria
Boston Store, Milwaukee
(Also co-operating with A. Longaue and Elton A. Schultz Co., Builder, in LIFE house construction at Dellwood Park.)
Burdine's, Miami
H. C. Capwell, Oakland
Carson Pirie Scott & Co., Chicago
(Also co-operating with Wm. Joern & Sons, Builder, in LIFE house construction at Edgewood Park, La Grange, Ill.)
Coyle & Richardson, Charleston
Davison-Paxon, Atlanta
(Also co-operating with Palmer, Inc., Builder, in LIFE house construction at Oak Knoll.)
Denver Dry Goods Co., Denver
The Emporium, San Francisco
(Also co-operating with Millbrae Highlands Co., Builder, in LIFE house construction at Millbrae Highlands.)
The Fair Store, Escanaba
Forbes & Wallace, Springfield
Frederick & Nelson, Seattle
(Also co-operating with Ralph P. Jones, Builder, in LIFE house construction at Viewridge Addition.)
Gimbel Brothers, Philadelphia
(Also co-operating with John H. McClatchy, Builder, in LIFE house construction at Chatham Village.)
Gold & Company, Lincoln
Hale Brothers, Inc., Sacramento

Hale Brothers, Inc., San Jose
Harris Company, San Bernardino
The Higbee Co., Cleveland
(Also co-operating with Denison & Nutt, Builder, in LIFE house construction at Lyndhurst Park Estates.)
D. H. Holmes Company, New Orleans
Hood McPherson, Birmingham
The J. L. Hudson Co., Detroit
Jones Store Co., Kansas City
Kaufmann's, Pittsburgh
(Also co-operating with Barone & Lind, in building 6 LIFE houses at Baldwin Manor.)
R. E. Kennington & Co., Jackson
Thomas Kilpatrick, Omaha
Lansburgh's, Washington
(Also co-operating with Cafritz Const. Co., Builder, in LIFE house construction at Greenwich Forest.)
F. & R. Lazarus & Co., Columbus
R. H. Macy & Co., New York
Harry S. Manchester, Madison
Jordan Marsh Company, Boston
(Also co-operating with Homer T. Brown, Inc., Builder, in LIFE house construction at Chestnut Hill.)
The May Company, Baltimore
(Also co-operating with Property Sales Co., Builder, in LIFE house construction at Greenwood.)
The May Company, Los Angeles
(Also co-operating with Gordon J. Rogers, Builder, in LIFE house construction on land owned by Walter H. Leimert Co. at Leimert Park.)
McCurdy & Co., Rochester
Miller Brothers Co., Chattanooga

M. O'Neill Co., Akron
Pelletier's, Inc., Sioux City
Petersen, Harned, Von Maur, Davenport
Pomeroy's, Inc., Harrisburg
Pomeroy's, Inc., Pottsville
Powers Mercantile Co., Minneapolis
Quackenbush's, Paterson
(Also co-operating with Reliable Home Construction Co., Builder, in LIFE house construction at Teaneck.)
D. M. Read Company, Bridgeport
Rike-Kumler Company, Dayton
John Schoonmaker & Son, Newburgh
J. B. Sperry Co., Port Huron
The Stewart Dry Goods Co., Louisville
Stix, Baer & Fuller, St. Louis
A. B. Wyckoff, Inc., Stroudsburg
Strauss-Hirschberg, Youngstown
Thalheimer Brothers, Richmond
(Also co-operating with Matt P. Will, Builder, in LIFE house construction at Glenburnie.)
Titehe Goettinger Co., Dallas
Trask, Prescott, Richardson, Erie
A. E. Troutman Co., Greensburg
Charles V. Weise Co., Rockford
(Also co-operating with Martin Hawk-
inson Co., Builder, in LIFE house construction at Rolling Green.)
Whitney & Co., San Diego
(Also co-operating with H. L. Benbough Co., Furnishers, and B. M. Torgerson, Builder, in LIFE house construction.)
Wolf & Dessauer, Fort Wayne
George Wyman & Co., South Bend
Yunker Bros., Des Moines
The Robert Simpson Co., Ltd., Toronto
T. Eaton Company, Ltd., Montreal

John Wanamaker, New York, not selling models, is co-operating with Harmon National Real Estate Corp. in LIFE house construction at Harbour Green, L. I., also with County Homes, Inc. at White Plains, N. Y.

PICTURES TO THE EDITORS



HEIRESS' CAR

Sirs:

Driving from Charleston, W. Va., to New York, we had some trouble with the car and stopped in an ignition repair shop in Somerville, N. J., for repairs.

In the back of the shop stood this ancient automobile. I immediately noticed the car because it was in such spick-and-span condition. A 1939 model, just placed in a showroom, could not have been in better condition or looked more shiny. The tires were brand-new, looked as though they never had been used.

I asked the garageman if I might take the canvas off the hood to take a picture.

"No!" he bellowed. So I figured that it was all the more worth a picture. Since he merely had told me not to take the canvas

off, as soon as he went into the next room I hastily snapped two shots.

In the meantime, because the owner of our car was afraid that the garageman would get peeved and jack up the price, he told the repairman that I merely was one of those candid-camera fiends, took pictures of everything. Said the repairman:

"I wouldn't care ordinarily, but I already have been offered \$25 for a picture of that car, and have refused. It belongs to Doris Duke Cromwell. It's a family heirloom, a 1910 Peerless, and she has it insured for \$10,000, using it about once every six months for a drive around her estate.

"But we never know when she will use it, so we wash it everyday."

Charleston Gazette
Charleston, W. Va.

GEORGE HEILPERN



COWBOY FIGHT

Sirs:

This is a little incident I happened to catch while covering a rodeo and party for LIFE near Santa Fe, N. M. Just as the broncho-busting event was about to begin, two of the cowboys got into a fight. In the picture one of them has just knocked the

other down. The guests are quite unconcerned. The man on horseback at right is Ranch Manager Lyle Brush, who quickly rode up, ordered "Give 'em back their two bucks and throw 'em off the ranch." Which was done.

Hollywood, Calif.

PETER STACKPOLE

(continued on next page)

"ENJOY A FRIENDLY SHAVE—

DO AS BARBERS DO...USE COLGATE LATHER"



BARBERS DON'T
USE BRUSHLESS
SHAVE
CREAMS. MOST
BARBERS USE
COLGATE LATHER
... THE FAST,
FRIENDLY SHAVE!

SIGNED

A. A. Buck

HEAD BARBER, STEVENS HOTEL, CHICAGO

Barbers know from long experience that lather gives a smoother, easier shave than brushless creams, because it wilts whiskers softer and faster. And most barbers use Colgate lather. So change to Colgate Rapid Shave Cream. It whisks up into rich moist creamy lather . . . loosens the film of oil on each hair of your beard . . . soaks it soft and limp, easy to cut off smooth and clean. You can get 200 clean, friendly shaves in every 40c tube. Brushless creams cost far more per shave! Buy Colgate Rapid Shave Cream today. 25c and 40c.

BUY COLGATE
SHAVE CREAM
TODAY!

2

Colgate Rapid Shave Cream is bland, thus will not sting or burn.

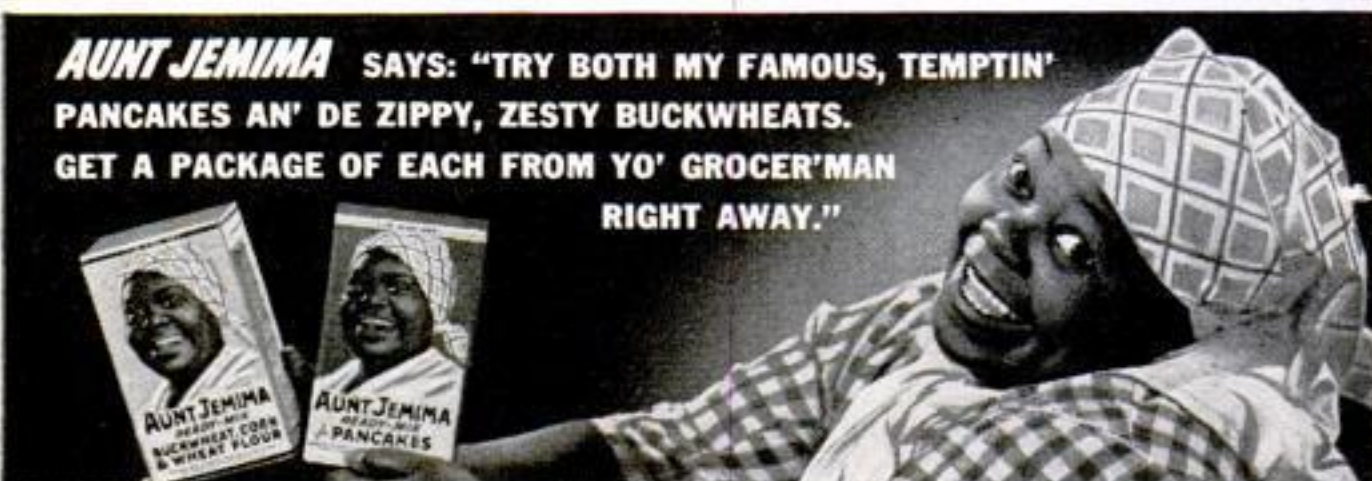
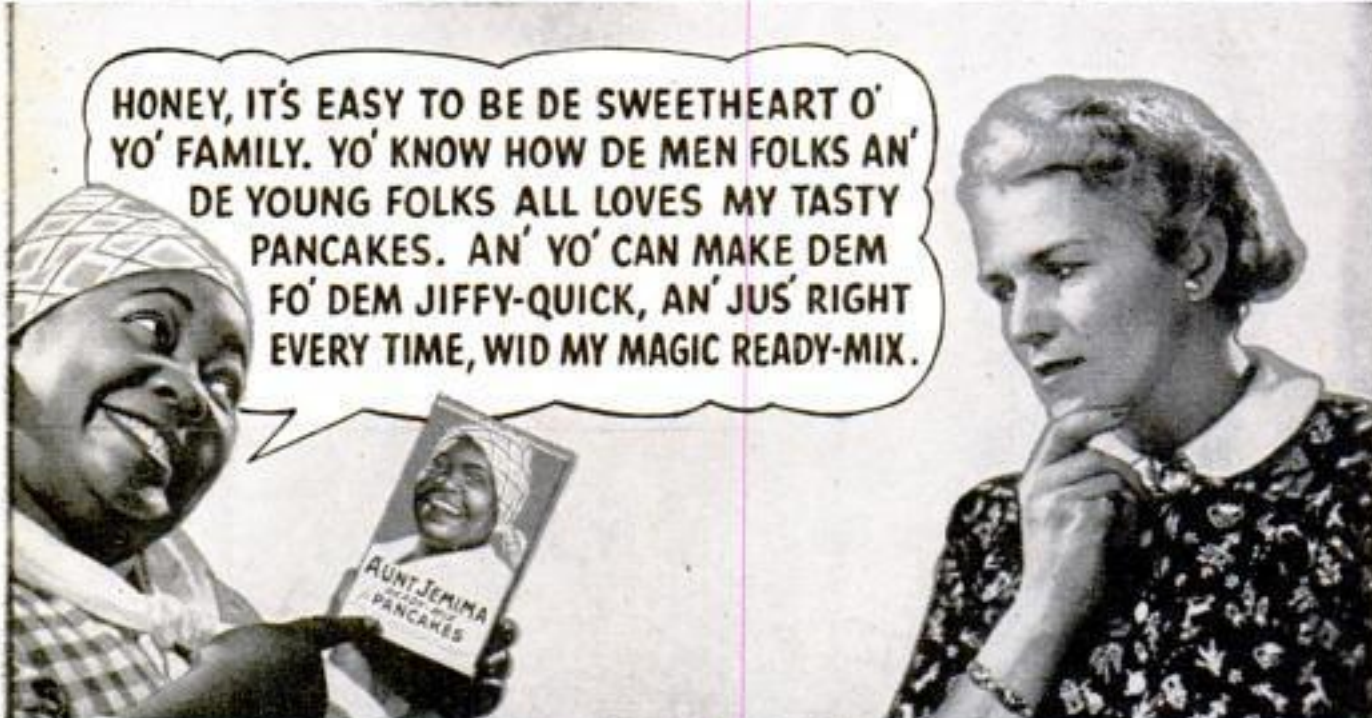
1

Colgate Rapid Shave Cream gives a rich, moist, small-bubble lather that really softens the beard at the base so the razor can cut clean.

3

Colgate Rapid Shave Cream gives you a rapid shave because you merely lather the beard, then shave. You don't have to prepare your beard before you use Colgate Rapid Shave Cream.

Colgate
RAPID SHAVE CREAM



PICTURES TO THE EDITORS

(continued)

WOBBLY SKYSCRAPERS

Sirs:

This is how some New York skyscrapers looked from Central Park during the

recent hurricane. Or at least that's how they felt. Yes, the picture was taken the other side up.

COURSIN BLACK
Attleboro, Mass.



CAR IN A RIVER

Sirs:

This picture was taken on Route 9 in New York State, somewhere north of Albany.

They say that the car was forced off the road upon the curve at the bridge.

It plunged down a 10-ft. bank and miraculously did not turn over. There were at least 2 ft. of water over the top of the car. Notice that the front door is open. I understand that the occupants escaped.

L. F. PITMAN
New York, N. Y.



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Give a Doughnut Party!

LIKE OLIVIA de HAVILLAND'S
AND DICK POWELL'S

OLIVIA de HAVILLAND and DICK POWELL
co-stars of WARNER BROS. picture
"HARD TO GET"



BREAKFAST
ON LOCATION

OLIVIA: Um! My favorite breakfast—orange juice, delicious doughnuts and milk!...And these are the best doughnuts ever!

DICK: Say, these are pretty *special*! Gives me an idea—let's give the cast a doughnut party!



BACK IN
HOLLYWOOD

OLIVIA: My! Dick, these grand, tender doughnuts make a wonderful dessert! I just know our doughnut party will be a success!

DICK: Nothing like good doughnuts and coffee to top off a meal!

HOLLYWOOD PARTY...

THE CAST—ONE AND ALL—GOES
FOR THESE SPECIAL DOUGHNUTS

GIVE a doughnut party!
Serve these *special* tender, delicious doughnuts all Hollywood's raving about, with long glasses of cool, fresh cider!



TREAT your family to these plump, crisp, golden-brown doughnuts... for breakfast or for dessert! They're *different, delicious, digestible*! They're made by a proved recipe—from special ingredients including farm-fresh eggs, pure vegetable shortening, and a flour developed just for them. You can get these *better* doughnuts at your baker, grocer, doughnut department or shop. Be sure to look for the seal of TESTED QUALITY on the bag, box, or special package they come in. Buy them today.

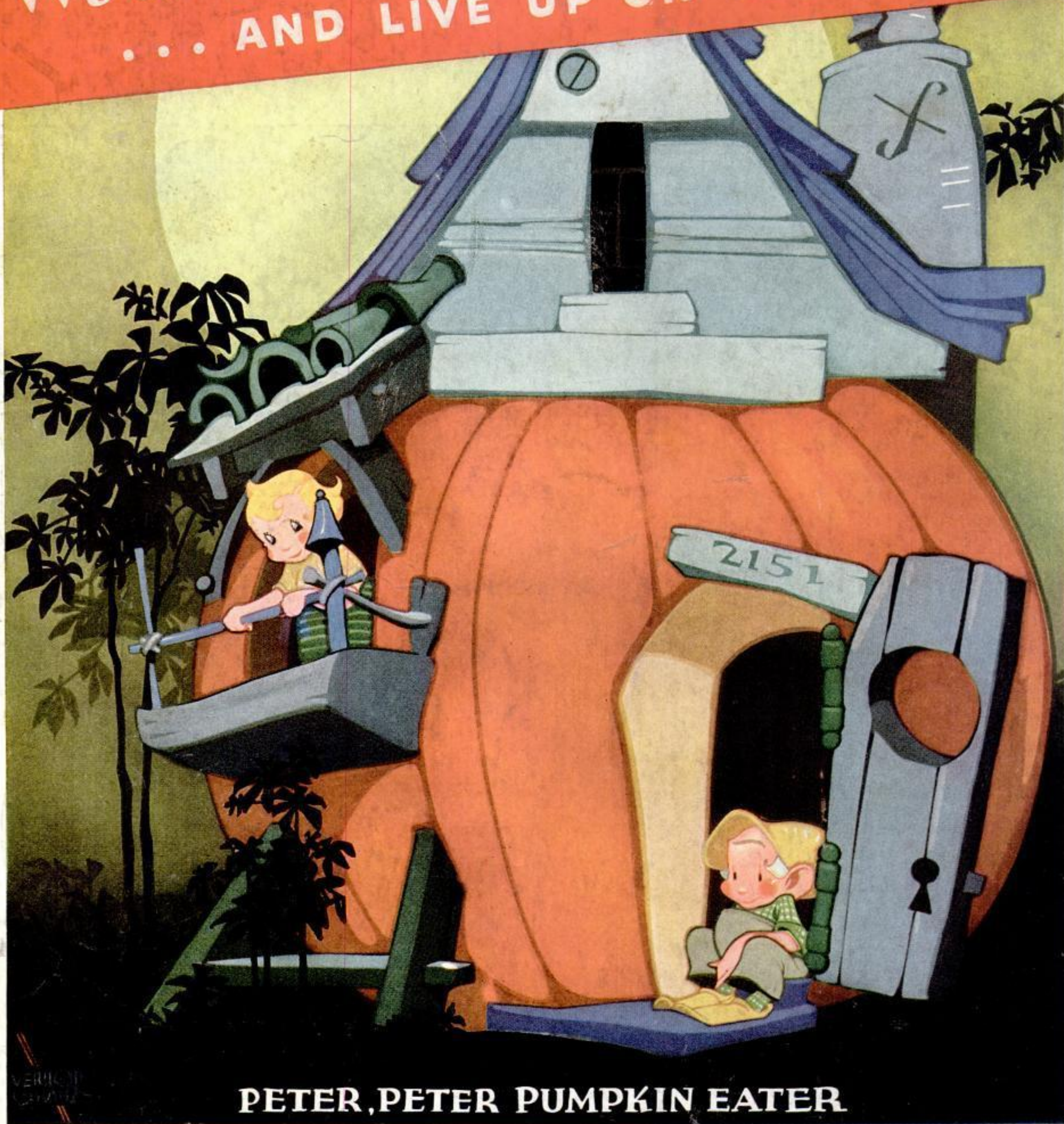
LOOK FOR THIS SEAL

★ Different ★ Delicious ★ Digestible ★ Doughnuts

Doughnut Corporation of America, New York City Canadian Doughnut Corporation, Ltd., Toronto, Canada



We'd love to come to YOUR house
... AND LIVE UP ON YOUR WALL



PETER, PETER PUMPKIN EATER

PETER, PETER, PUMPKIN
EATER,
HAD A WIFE AND
COULDN'T KEEP HER.
PUT HER IN A PUMPKIN
SHELL,
AND THERE HE KEPT
HER VERY WELL.

● This lovely picture of Pumpkin Manor—where Mrs. Pumpkin Eater and I now reside—was painted by Vernon Grant, the famous artist. Wouldn't you like a copy? . . . *a lot bigger than this; 12" wide by 15½" deep . . . in full color . . . without any advertising on it . . .* suitable for framing and hanging on your wall! Well, it's easy to get one! Simply mail the coupon—and include two Kellogg's Rice Krispies package-tops and a 3c stamp.

You'll certainly enjoy Rice Krispies! They're grains of *real* rice . . . made doubly delicious by a secret Kellogg flavor . . . oven-toasted until every single grain puffs up into a fluffy, golden-brown bubble . . . so crisp they actually *crackle* in milk or cream! Your grocer sells this *real-rice* cereal. Order your packages from him *today!*

**SO CRISP they crackle
in milk or cream!**



Other pictures in this series are: Humpty Dumpty; Little Jack Horner; Jack and Jill; Twinkle, Twinkle, Little Star; and Jack Be Nimble. You're sure to want them all! For each picture, just send two package-tops of Kellogg's Rice Krispies and a 3c stamp. For each picture, with frame and glass, send four package-tops and 25c. For all six pictures, with frames and glass, send twenty package-tops and \$1.40.

KELLOGG COMPANY, Dept. 36, Battle Creek, Mich.

Send me the large full-color picture of (check which you want):

- | | |
|---|--|
| <input type="checkbox"/> Humpty Dumpty | <input type="checkbox"/> Peter, Peter, Pumpkin Eater |
| <input type="checkbox"/> Little Jack Horner | <input type="checkbox"/> Jack Be Nimble |
| <input type="checkbox"/> Jack and Jill | <input type="checkbox"/> Twinkle, Twinkle, Little Star |

☐ For each *unframed* picture, I am enclosing two package-tops of Kellogg's Rice Krispies and a 3c stamp. ☐ For each picture, *with frame and glass*, I am enclosing four package-tops and 25c. ☐ For all six pictures *with frames and glass*, I am enclosing 20 package-tops and \$1.40.

NAME _____

STREET _____

CITY _____ STATE _____

Kellogg's RICE KRISPIES

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